

Project Design Phase

Problem – Solution Fit Template

Date	27 Jan 2026
Team ID	LTVIP2026TMIDS76986
Project Name	Flight-Booking
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

📌 **Convenient Ticket Reservation** – Enables users to search, compare, and book flights easily from anywhere.

📌 **Real-Time Availability** – Provides up-to-date information on flight schedules, prices, and seat availability.

📌 **Secure Payments** – Facilitates safe and efficient transactions for booking and cancellations.

📌 **Customer Data Management** – Stores passenger details to streamline check-in, loyalty programs, and travel history.

📌 **Automation and Efficiency** – Reduces manual workload through automated confirmations, reminders, and updates.

Template:

<div>Proposed ES</div> <div>ES: Entry/Exit/Status</div>	1. CUSTOMER SEGMENT(S) CS To whom do we want our solution to be relevant? Focus on ES differentiation	6. CUSTOMER CONSTRAINTS CC What customer pain or project goal is from taking action or to limit their choice of solution? Focus on SL differentiation	5. AVAILABLE SOLUTIONS AS What solution exists? What is the problem? Extract offline channels + flow	<div>Existing/Offline/Offline/Online</div>
	2. JOBS-TO BE DONE / PROBLEMS JB What jobs do our customers want to get done? Explore from SL differentiation	9. PROBLEM ROOT CAUSE RC What is the root cause of the problem? Relationship between FL and EM	7. BEHAVIOUR BE What is the current behavior? What is the problem? Extract offline channels and flow through OL and FL	
<div>Proposed ES</div> <div>ES: Entry/Exit/Status</div>	3. TRIGGERS TR What triggers the problem? Extract offline channels and flow	10. YOUR SOLUTION SL What is your solution? Extract offline channels and flow	8. CHANNELS OF BEHAVIOUR CH What is the channel? Extract offline channels and flow	<div>Existing/Offline/Offline/Online</div>
	4. EMOTIONS: BEFORE, AFTER EN How do customers feel before and after? Extract offline channels and flow	12. OFFLINE What is the offline channel? Extract offline channels and flow		

Report Option A: flight-booked through chatbot

Report-Option B: flight-booked through h

References:

<https://www.strategyzer.com/canvas/business-model-canvas>

<https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>