**Project Design Phase**

**Problem – Solution Fit Template**

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| Date | 30-06-2025 |
| Team ID | LTVIP2025TMID43096 |
| Project Name | Flight Finder: Navigating Your Air Travel Options |
| 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:**

* Solve complex problems in a way that fits the state of your customers.
* Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
* Sharpen your communication and marketing strategy with the right triggers and messaging.
* Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
* **Understand the existing situation in order to improve it for your target group.**

**Template:**

Calendar

Description automatically generated

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

**-Problem-solution fit of our Project:-**

A screenshot of a computer screen

AI-generated content may be incorrect.

1. Customer Segments:

- Customers: Individuals booking flights.

- Admin: System administrators managing users and operations.

- Flight Operators: Airline or travel service personnel updating flight details.

2. Existing Alternatives:

- Traditional flight booking platforms (MakeMyTrip, ClearTrip, etc.)

- Manual booking via agents or airlines' individual portals.

3. Existing Behaviors and Constraints:

- Customers rely on multiple platforms to compare flights.

- Flight operators have no real-time platform to update inventory.

- Admins struggle with fragmented systems and limited access control.

4. Triggers and Motivators:

- Need for a single platform with real-time updates.

- Convenience and ease of booking for customers.

- Control and monitoring tools for admins.

5. Jobs to be Done:

- Customers: Book, manage, and cancel flights.

- Admin: Maintain system integrity, manage roles.

- Flight Operators: Schedule and update flight data.

6. Solution Statement:

A centralized MERN-based platform that enables customers to easily search and book flights, allows flight operators to update flight details in real-time, and gives admins tools to manage all users and data effectively.

7. Emotional Outcomes:

- Customers feel confident and secure in booking.

- Flight operators feel empowered and less overwhelmed.

- Admins feel in control with centralized access and oversight.

