

## Ideation Phase

### Define the Problem Statements

Date	27 june 2025
Team ID	LTVIP2025TMID58003
Project Name	FlightFinder:Navigating your Air Travel Options
Maximum Marks	2 Marks

#### Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

<b>I am</b>	<small>Describe customer with 3-4 key characteristics - who are they?</small>	Describe the customer and their attributes here
<b>I'm trying to</b>	<small>List their outcome or "job" the care about - what are they trying to achieve?</small>	List the thing they are trying to achieve here
<b>but</b>	<small>Describe what problems or barriers stand in the way - what bothers them most?</small>	Describe the problems or barriers that get in the way here
<b>because</b>	<small>Enter the "root cause" of why the problem or barrier exists - what needs to be solved?</small>	Describe the reason the problems or barriers exist
<b>which makes me feel</b>	<small>Describe the emotions from the customer's point of view - how does it impact them emotionally?</small>	Describe the emotions the result from experiencing the problems or barriers

#### Example:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A frequent traveler or casual flyer.	Search, compare, and book	I find the process time-	Many existing platforms	Frustrated, uncertain, and worried about missing the best deals

		flights conveniently using my smartphone or computer.	consumin g, fragmented, and sometimes confusing with unreliable platforms or hidden charges.	lack user-friendly design, real-time flight updates, and efficient seat selection with secure payment options.	or reliable travel options.
PS-2	An airline admin or operator managing flight schedules and bookings.	An airline admin or operator managing flight schedules and bookings.	I face difficulty in accessing a centralized, secure system to handle flight operations and user interactions.	Existing tools are either outdated, complex, or do not provide real-time control with a simple dashboard.	Overwhelmed and concerned about potential errors or dissatisfied customers.