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.

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.	consuming, 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	Existing tools are either outdated, complex, or do not provide real-time control with a simple dashboard.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.