Project Design Phase
Problem – Solution Fit Template

Date	27 June 2025
Team ID	LTVIP2025TMID58003
Project Name	FlightFinder: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:

1. CUSTOMER SEGMENT(S) (CS)

Who is your customer?

- Frequent air travelers

- College students and working professionals

- Travel agents and families booking group tickets

2.JOBS-TO-BE-DONE / PROBLEMS (J&P):

▢ Searching for flights easily based on filters like city/date/time

▢ Booking round-trip tickets securely

▢ Managing and canceling bookings without hassle

3.TRIGGERS (TR):

▢ Urgent need to book flight for work/travel

▢ Promotions and discounts

▢ Fear of price increase

4.EMOTIONS: BEFORE:

Before: Confusion, urgency, lack of trust
After: Confidence, peace of mind, relief

5.AVAILABLE SOLUTIONS (AS):

▢ Other flight booking platforms (e.g., MakeMyTrip, ClearTrip)

▢ Booking through travel agents

▢ Airline websites