

Ideation Phase

Define the Problem Statements

Date	31 January 2025
Team ID	LTVIP2026TMIDS77573
Project Name	Explore with AI: Custom Itineraries for Your Next Journey
Maximum Marks	2 Marks

Customer Problem Statement – TravelGuideAI

To understand the user's perspective, the team analyzed common challenges faced by travelers during trip planning. Many travelers struggle to create well-organized itineraries because they must search multiple websites, compare options, and manually plan their schedules.

Users often feel overwhelmed by the amount of information available online. They may miss important attractions, choose inefficient travel routes, or fail to balance sightseeing with rest and dining. This leads to stress and poor travel experiences.

Modern travelers expect quick, personalized, and reliable planning tools. However, most current solutions require manual effort and do not adapt to individual preferences.

Customer Problem Statement:

Travelers need a fast and intelligent way to generate personalized travel itineraries so they can save time, reduce stress, and enjoy a well-planned trip.

By understanding this problem from the customer's point of view, the team designed TravelGuideAI to provide AI-generated itineraries tailored to user inputs such as destination and duration.

I am	A traveler planning a trip who is busy planning their vacation
I'm trying to	Organize my trip itinerary and find the best places to visit and eat
but	I have to spend a lot of time searching multiple websites and manually planning my schedule
because	Planning a trip takes a lot of effort, and it's hard to create a well-structured itinerary
which makes me feel	Frustrated and overwhelmed because I am spending too much time trying to plan
	Frustrated and overwhelmed because I am spending too much time trying to plan

Reference: <https://miro.com/templates/customer-problem-statement/>

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A modern traveler who loves exploring new places	Create a personalized travel plan	must check multiple sources for ideas	There is no single smart planner	Overwhelmed and tired
PS-2	A first-time traveler	Organize a smooth and enjoyable trip	I don't know which places to prioritize	I lack travel knowledge and guidance	Uncertain and anxious