

## Ideation Phase

### Define the Problem Statements

Date	18 <sup>th</sup> June 2025
Team ID	LTVIP2025TMID20428
Project Name	FlightFinder
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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>	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
<b>I'm trying to</b>	List their outcome or "job" the core about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
<b>but</b>	Describe what problems or barriers stand in the way - <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
<b>because</b>	Enter the "root cause" of why the problem or barrier exists - <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
<b>which makes me feel</b>	Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers

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

#### Example:

I am	I'm trying to	But	Because	Which makes me feel
a busy traveler, price-conscious, and often unsure about the best time or way to book a flight.	find and book an affordable flight quickly and easily for an upcoming trip.	I get overwhelmed by too many flight options, inconsistent prices, and a lack of real-time availability.	the platform doesn't show clear filters, date flexibility, or live fare updates.	confused, stressed, and less confident in making a booking decision — sometimes abandoning the process altogether.

PS No.	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a budget-conscious traveler	find the cheapest flight options	prices change frequently and aren't updated in real-time	current platforms don't notify price drops effectively	anxious and unsure about when to book
PS-2	a business professional	book a quick flight with minimal layovers	the filters are not intuitive	the interface lacks smart suggestions based on my past travel patterns	frustrated and delayed in decision-making
PS-3	a student planning an international trip	understand visa rules, baggage policies, and fare types	the information is spread across multiple airline websites	the booking platform doesn't consolidate all critical details	confused and afraid of making costly mistakes
PS-4	a parent booking flights for family vacations	compare multiple airlines and seating options	each airline has different policies and pricing schemes	there's no unified comparison view with family-friendly filters	overwhelmed and hesitant to confirm bookings
PS-5	a last-minute traveler	book an urgent flight ticket	the app takes too long to load and doesn't show real-time seat availability	many apps aren't optimized for performance under pressure	panicked and dissatisfied with the booking experience