

Ideation Phase

Define the Problem Statements

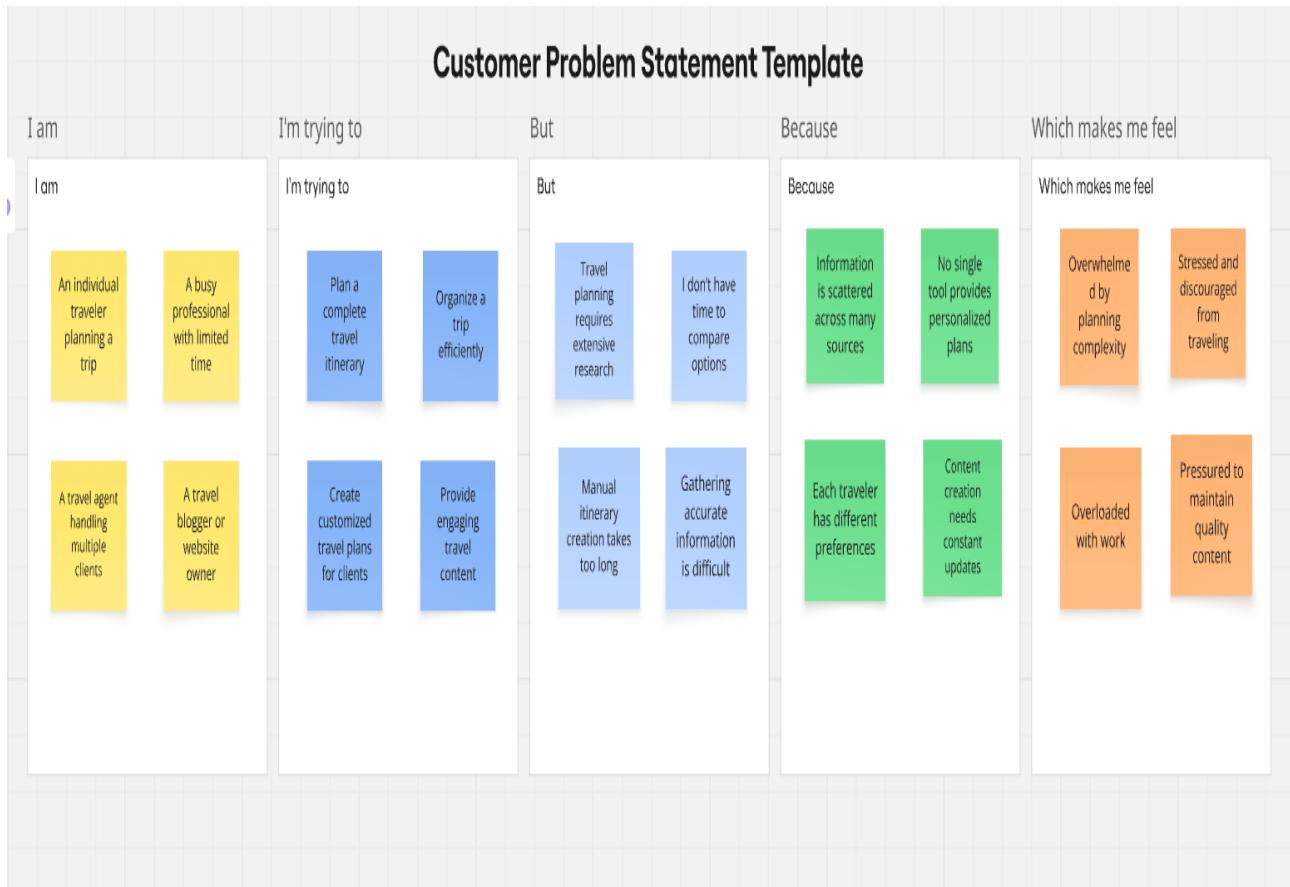
Date	20 February 2026
Team ID	LTVIP2026TMIDS52031
Project Name	Explore with AI: Custom Itineraries for Your Next Journey
Maximum Marks	2 Marks

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.

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 traveler planning a vacation	Create a detailed travel plan for my trip	Travel planning requires extensive research and is time-consuming	Information is scattered across many websites and not personalized	Overwhelmed and unsure about my travel decisions
PS-2	A working professional with limited time	Plan a short trip efficiently	I don't have time to research destinations, hotels, and activities	Planning requires comparing multiple options and schedules	Stressed and discouraged from traveling
PS-3	A travel agent serving multiple clients	Create customized itineraries quickly	Manual planning takes too long for each client	Every client has different preferences and requirements	Overloaded and less productive
PS-4	A travel content creator or website manager	Provide engaging travel guides regularly	Creating detailed content requires extensive research	Information must be accurate, updated, and appealing	Under pressure to maintain quality content consistently