Ideation Phase
Define the Problem Statements

Date	26th June 2025
Team ID	LTVIP2025TMID59290
Project Name	FlightFinder
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/

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a frequent traveler	book a convenient flight quickly	most platforms are cluttered and time-consuming	they overload me with too many irrelevant options	frustrated and overwhelmed
PS-2	a user with specific travel preferences	find flights that match my airline, time, and seat choices	filters are often limited or inaccurate	I have loyalty memberships and prefer certain airlines	disappointed and not in control
PS-3	a business professional on a tight schedule	find direct flights with flexible timings	most apps don't let me filter for exact time slots or avoid layovers easily	my time is limited and I need efficiency	stressed and dissatisfied
PS-4	a digital-savvy user	complete my entire flight booking on my phone	some platforms are not fully mobile-responsive or glitchy	I expect smooth performance on all devices	annoyed and less likely to return