Ideation Phase
Define the Problem Statements

Date	12 January 2025
Team ID	LTVIP2025TMID59290
Project Name	FlightFinder: Navigating Your Air Travel Options
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.

I am	Describe customer with 3-4 key characteristics - *who are they?*	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - *what are they trying to achieve?*	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way – *what bothers them most?*	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists – *what needs to be solved?*	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view – *how does it impact them emotionally?*	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 traveler	book flights on my phone	it takes a long time	The website is not responsive and doesn't have a mobile version	Frustrated

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