Ideation Phase Define the Problem Statements

Team ID	NM2023TMID02568
Project Name	Project - Competitive Analysis Of Leading Travel Aggregators.

Customer Problem Statement Template:

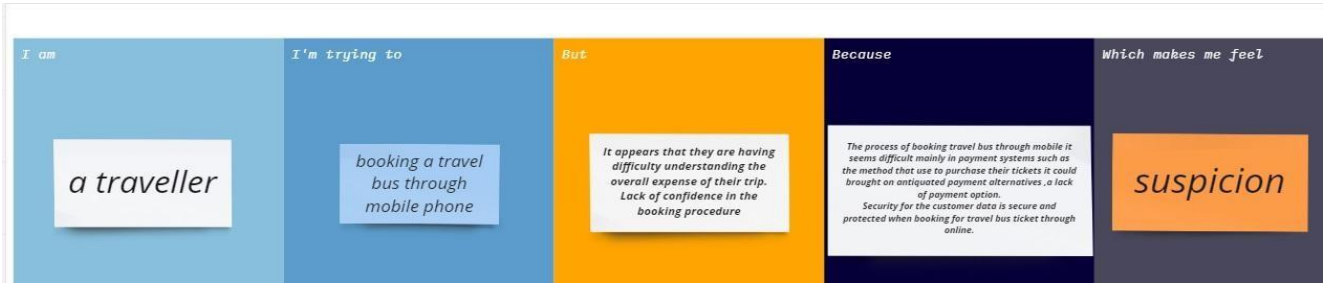
A travel aggregator is a website or platform that allows users to search and compare rates for travelrelated items and services such as flights, hotels, vacation rentals, and auto rentals from many sources. Travel aggregators often offer an easy and convenient means for consumers to locate and book travel products and services, as well as extra features such as reviews, ratings, and images to assist customers in making educated decisions.

While travel aggregators make it easy to search for and compare travel options, users frequently struggle to find the best deals and promotions due to the overwhelming amount of information and options presented.

The purpose of this research would be to better understand the user experience using travel aggregators, identify pain areas in the booking process, and make recommendations for improving the user interface and search capabilities to better fulfil the requirements and expectations of users.

I am (Customer)	**I'm trying to**	**But**	**Because**	**Which makes me feel**
Traveller	Booking a flight through mobile phone.	1. It takes a long time. 2. It is difficult in finding affordable flights that meet scheduling needs.	1. It feels difficulty in finding the best offers and rates for flight can be difficult due to growing number of policies and booking services. 2. Airlines have wide range of policies that can be confusing and difficult for travelers to understand(ex:baggage policies).	Dissatisfied

Traveller	Booking a hotel through mobile phone.	It takes a long time.	1. The website doesn't provide sufficient about the hotel details(i.e vacancies of room,size of room).	Aggrived



			2. Website is not responsive and doesn't have a mobile version.	
Traveller	Booking a car rental through mobile phone.	It takes long time for finding a reliable car rental company.	1. Travelers may face challenges in securing their needs such as limited budget. 2. They face many fraudulent car rental companies are there and many people got scammed by overrated rental charges.	Disenchanted
Traveller	Booking a vacation rental through mobile phone.	1. It takes lack of personalized recommendations 2. Difficult in finding suitable accommodations and it takes a long time.	1. It make difficulty finding trustworthy and dependable rental can be challenging because to growth of website(i.e Airbnb,etc). 2. Lack of transparency in pricing and fees.	Frustated
Traveller	*Booking a travel bus through mobile phone.*	*1. It* appears that they are having difficulty understanding the overall expense of *their trip.* *2. Lack of confidence in the booking procedure*	1.The process of booking travel bus through mobile it seems difficult mainly in payment systems such as the method that use to purchase their tickets it could brought on antiquated payment alternatives ,a lack of payment option. 2.Security for the customer data is secure and protected when booking for travel bus ticket through online.	Suspicion