

## Ideation Phase

### Define the Problem Statements

Date	31 January 2025
Team ID	LTVIP2025TMID55660
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.

<b>I am</b>	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
<b>I'm trying to</b>	List their outcome or "job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
<b>but</b>	Describe what problems or barriers stand in the way - what bothers them most?	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 - what needs to be solved?	Describe the reason the problems or barriers exist
<b>which makes me feel</b>	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:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A frequent flyer or casual traveler	Search, compare, and book flights online easily	I struggle to find suitable flights quickly	There's no single platform showing all available flights from multiple operators in a clean, user-friendly way	Frustrated and confused

PS-2	A Flight Operator	Manage flights and track bookings from users	I cannot manage flights or see user bookings specific to my added flights	Existing systems don't offer operator-level dashboards for flight management and booking history	Disconnected and out of control
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