**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| 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.

Graphical user interface, text, application, email

Description automatically generated

Reference: <https://miro.com/templates/customer-problem-statement/>

**Example:**

Chart, treemap chart

Description automatically generated

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **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 |