# Problem-Solution Fit canvas

Purpose / Vision

Version:

Define CS, fit into CL

## 1. CUSTOMER SEGMENT(S) CS

customers are international and domestic flight passengers who want to book flight tickets

## 6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES CL

lack of computer knowledge/expertise in using softwares, unrelaible/outdated flight data

## 5. AVAILABLE SOLUTIONS PROS & CONS AS

available solutions may not have real time streaming of flight data/may have a complex UI

Explore AS, differentiate

Focus on PR, tap into BE, understand RC

## 2. PROBLEMS / PAINS + ITS FREQUENCY PR

flight delays can lead to financial losses for both passengers and airlines, inconveniences, wastage of time and resources. It can lead to pressure on the airlines

## 9. PROBLEM ROOT / CAUSE RC

weather conditions
strikes
delays in airports
airline traffic
hijacks/attacks

## 7. BEHAVIOR + ITS INTENSITY BE

search for alternate flights/airlines in the same day/ look for different connecting flights

Focus on PR, tap into BE, understand RC

Identify strong TR & EM

## 3. TRIGGERS TO ACT TR

observing weather conditions in the airports, if harsh weather conditions prevail. postpone the trip fpr later

## 4. EMOTIONS BEFORE / AFTER EM

frustration due to waste of time and financial losses

## 10. YOUR SOLUTION SL

various ML models like regression, boosting, neural networks or an ensemble of the best performing models can be used to solve the problem statement given

## 8. CHANNELS of BEHAVIOR CH

ONLINE

check for reimbursement policy in case of delays/ arrangements made for accomodating delayed passengers

OFFLINE

avoid planning major events on date of travel/ avoid last minute flight travel/ plan ahead incase of important events

Extract online & offline CH of BE



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