

Project Design Phase

Problem – Solution Fit Template

Date	20 June 2025
Team ID	LTVIP2025TMID59716
Project Name	Flight Finder
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem–Solution Fit represents the critical stage where we validate that a real customer problem exists, and that our solution effectively solves it. For our project “Flight Finder,” this means understanding travellers’ frustrations with booking flights and ensuring our platform directly addresses these pain points.

This concept is vital for entrepreneurs and innovators because it:

- Identifies clear behavioral patterns, needs, and annoyances of customers.
- Ensures we are not creating a solution looking for a problem, but rather solving an actual, validated issue.

Purpose:

Purpose in Our Project

✅ Solve complex problems in a way that fits the state of your customers:

Our customers (budget travelers, busy professionals) want quick, transparent, and reliable ways to find flights. Our platform is tailored to their needs—saving them time and reducing stress.

✅ Succeed faster and increase solution adoption:

By aggregating multiple airlines, predicting price changes, and offering smart notifications, we align with customers’ existing behaviors (using mobile apps, price comparison tools) but deliver it faster and smarter.

✅ Sharpen communication and marketing strategy:

We focus our messaging on “**Save time. Save money. Travel smart.**”—directly tapping into customers’ triggers of convenience and cost savings.

✅ Increase touch-points and build trust:

Frequent, helpful notifications on price drops or better routes build trust and keep users engaged, addressing urgent or costly issues like last-minute fare hikes.

✅ Understand and improve the existing situation:

By studying how travelers currently use multiple platforms and still feel uncertain, we streamline the process into one intuitive tool, reducing confusion and decision fatigue.

Template:

