

## Ideation Phase

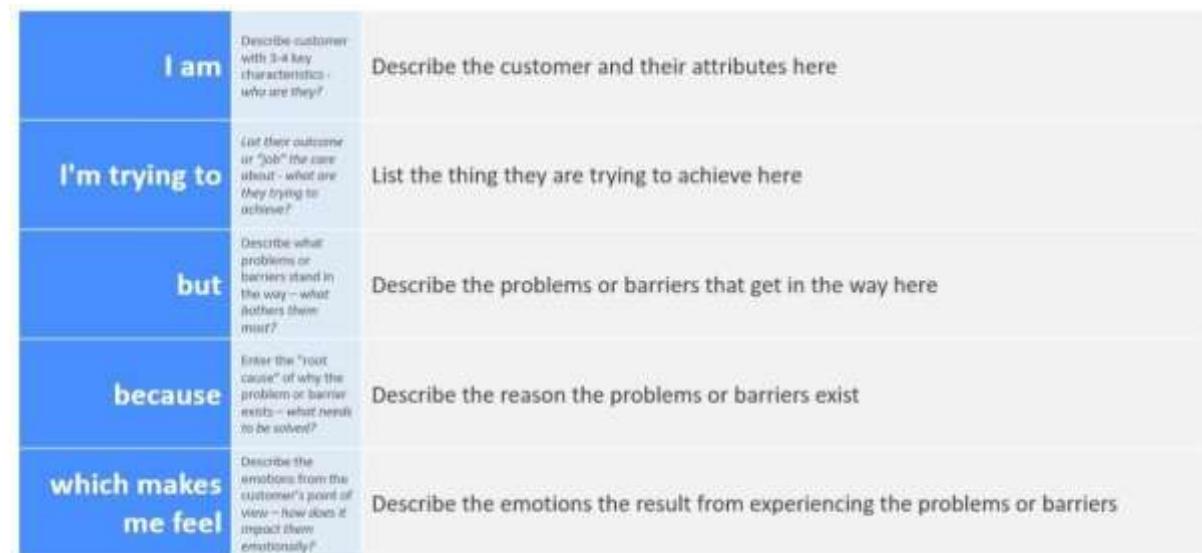
### Define the Problem Statements

Date	20 Feb 2026
Team ID	LTVIP2026TMIDS65759
Project Name	Flight Finder
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.



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



<b>Problem Statement (PS)</b>	<b>I am (Customer)</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
PS-1	a frequent traveller planning personal trips.	<i>Find the cheapest and most convenient flights.</i>	It takes too long to compare all options.	<i>There are many airline websites, prices change constantly.</i>	<i>Frustrated and worried I'll miss a better deal.</i>
PS-2	a frequent traveller	book flights that fit my meetings	flights are either too early or late	I can't easily compare schedules	stressed and worried about missing important events