Project Design Phase
Problem – Solution Fit Template

Date	15 February 2026
Team ID	LTVIP2026TMIDS60082
Project Name	FlightFinder – Navigating Your Air Travel Options
Maximum Marks	2 Marks

Problem – Solution Fit Template:

Problem–Solution Fit means identifying the real challenges faced by travelers while booking flights and ensuring that the FlightFinder platform effectively solves those problems through a simple, secure, and reliable booking experience.

FlightFinder addresses common issues such as scattered flight information, confusing booking processes, lack of real-time availability, and concerns about secure payments. The platform simplifies the entire journey—from searching and comparing flights to booking and receiving instant confirmation—ensuring the solution directly matches customer needs.

Purpose:

❑ **Solve complex flight booking problems in a way that fits the needs of modern travelers**, including students, professionals, and frequent flyers.

❑ **Increase adoption by using familiar online behaviors**, such as web-based search, mobile-friendly interfaces, and secure digital payments.

❑ **Sharpen communication and marketing strategies** by highlighting key benefits like real-time flight availability, easy comparison, and secure transactions.

❑ **Increase customer trust and engagement** by solving frequent annoyances such as hidden charges, price confusion, and delayed confirmations.

❑ **Understand the current travel booking challenges** and improve them by offering a centralized, user-friendly, and efficient platform.

1. CUSTOMER SEGMENT(S) — CS
Travelers looking to book domesic o international flights online:
E.g. working professionals, vacationers, families, frequent flyers

6. CUSTOMER CONSTRAINTS — CC
Lack of time to visit travel agencies conbined with high costs and inconvenience.
Spending constraints around getting the best deal.

5. AVAILABLE SOLUTIONS — AS
- Traditional travel agencies or trave agenats
- Generic flight comparison

Cons:
- In-person visits and limited hours of operation.
- Not tailored for a seamless mobile booking eperience.

2. JOBS-TO-BE-DONE / PROBLEMS — J&P
Which jobs to be done for problems: do you adess for your customers?
There could be more than one, xeplore different sides.

- Find and book the best flight deals online.
- Compare prices and flight timings from various airlines
- Book flights easily and securely through mobile or web.
- Get instant booking confirmation and e-tickets.

9. PROBLEM ROOT CAUSE — RC
What is the real reason that to problem exists?
What is the reason preferring customers to fime!deal you?
*, A hveature of the oreegal in agimificert, t/s bveaoue of the reag in regulations?

- Lack of a user-friendly and decicated platform to easily search, compare, and book flights.
- Travelers have limited access to convenient online booking platforms.
- Existing solutions are not optimized for mobile use.

7. BEHAVIOUR — BE
Customers seek convenient online solutions to find and book flights.
Spend a significant amount of time researching and comparing prices and options. Engage in seif-service online booking when there is a reliable and easy-to-use platform.

- Customers seek convenient online solutions to find and book flights gfie▲.
- Spend a significant amount of time researching and comparing prices and options.
- Engage in self-service online booking when there is a reliable and easy-to-use platform.

3. TRIGGERS — TR
When triggets customers to actit to. sesing their mergiitabur installing. otter painals, heeding about a more offerent solution in the mave, atsainting.

4. EMOTIONS: BEFORE / AFTER — EM
Before: Stressed, averwhernad, fristrarlied whit it. complex, booking processes.
After: Releved, satisfied and confident after finding and booking flights easily

10. YOUR SOLUTION — SL
FlightFinder: One stop online flight booking platform.
- Alows: usert to search and compare fiights by price, airline. clopartune, and armoal traids.
- Fast and secure mobile and web booking experience.
- Provides instant booking confirmation and e-tickets.

8. CHANNELS OF BEHAVIOUR — CH
8.1 ONLINE
Seaching flights on Google, using flight comparison websites, engaging with woult medie use. for traven deals. La●▲.
8.2 OFFLINE
Hearing about FlightFinder through word d mouth, sering ads in travel magerners.

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- Alows: usent to search and compare flights by price; airline. olopariune, and arnoal traids.
- Fast and secure mobile and web booking experience.
- Provides instant booking confirmation and e-titickets.

8. CHANNELS OF BEHAVIOUR — CH
8.1 ONLINE
Seaching flights on Google, using flight comparison websites, engaging with social media ads for travel deals.
8.2 OFFLINE
Hearing about FlightFinder through word of mouth, sering ads in travel magiemers.

1 CUSTOMER SEGMENT(S)

- Students traveling for education or vacations
- Working professionals traveling for business
- Families planning trips
- Frequent travelers
- Users who prefer online booking platform.

2 JOBS-TO-BE-DONE / PROBLEMS

- Search and compare flights easily
- Find the best ticket prices
- Book flights securely through web or mobile
- Get instant booking confirmation and e-tickets
- Avoid visiting multiple airline websites

3 TRIGGERS

- Planning a vacation or business trip
- Seeing flight offers or discounts
- Urgent travel requirement
- Flight price alerts
- Recommendation from friends or ads

4 EMOTIONS: BEFORE / AFTER

Before:

- Confused
- Stressed
- Frustrated
- Worried about payment security

After:

- Relieved
- Confident
- Satisfied
- Happy with quick confirmation

5 AVAILABLE SOLUTIONS

- Traditional travel agencies
- Airline official websites
- Generic flight comparison websites

Cons:

- Time-consuming
- Scattered information
- Not always mobile-friendly
- Lack of centralized booking

6 CUSTOMER CONSTRAINTS

- Limited time
- Budget constraints
- Complex booking processes
- Lack of clear real-time availability
- Fear of hidden charges

7 BEHAVIOUR

- Searching flights on Google
- Comparing prices across multiple websites
- Reading reviews before booking
- Looking for discount offers
- Booking through reliable platforms

8 CHANNELS OF BEHAVIOUR

Online:

- Google search
- Travel comparison websites
- Social media ads
- Email notifications

Offline:

- Word of mouth
- Travel agency recommendations

9 PROBLEM ROOT CAUSE

- No single centralized platform for easy comparison
- Complicated user interfaces
- Lack of transparent pricing
- Poor integration of real-time data

10 YOUR SOLUTION

FlightFinder – One-stop online flight booking platform

- Search and compare flights easily
- Real-time flight availability
- Secure payment integration
- Instant booking confirmation
- Simple and user-friendly interface