

## Project Design Phase

### Problem – Solution Fit

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|---------------|---|
| Date          | 09 February 2026  |
| Team ID       | LTVIP2026TMIDS65547                                       |
| Project Name  | Explore With Ai: Custom Itineraries For Your Next Journey |
| Maximum Marks | 2 Marks   |

#### Problem – Solution Fit:

The **Problem–Solution Fit** for *Explore with AI* focuses on addressing the common challenges faced by travelers in planning personalized trips efficiently and without stress.

#### Purpose:

- To solve the problem of time-consuming and manual travel planning by providing an AI-powered automated solution.
- To improve solution adoption by aligning with modern user behavior, where users prefer quick, web-based, and personalized digital tools.
- To clearly communicate the value of AI-driven itinerary generation as a faster and more efficient alternative to traditional travel planning methods.
- To reduce frequent user frustrations such as scattered travel information, lack of personalization, and repetitive research efforts.
- To understand traveler needs and improve the planning experience by delivering structured, day-wise, and customized travel itineraries.

#### Template:

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|-------------------------|--|--|---|
| Define CS, fin into CC  | 1. CUSTOMER SEGMENT(S) <span style="background-color: #f08080; border: 1px solid black; padding: 2px 5px;">CS</span>   | 2. CUSTOMER CONSTRAINTS <span style="background-color: #f08080; border: 1px solid black; padding: 2px 5px;">CC</span>  | 3. AVAILABLE SOLUTIONS <span style="background-color: #80d0c0; border: 1px solid black; padding: 2px 5px;">AS</span>  |
|                         | <ul style="list-style-type: none"> <li>Individual travelers</li> <li>Working professionals planning vacations</li> <li>First-time travelers</li> <li>Travel agencies needing quick itinerary creation</li> </ul>                 | <ul style="list-style-type: none"> <li>Limited time for research</li> <li>Scattered travel information online</li> <li>Lack of personalized travel plans</li> <li>Difficulty organizing day-wise schedule</li> <li>Repetitive manual planning</li> </ul> | <ul style="list-style-type: none"> <li>Travel blogs and websites</li> <li>YouTube travel videos</li> <li>Manual itinerary templates</li> <li>Travel agency packages</li> <li>Online travel forums</li> </ul>                        |
| Identify second TIR OEM | 4. JOBS-TO-BE-DONE / PROBLEMS <span style="background-color: #ffcc00; border: 1px solid black; padding: 2px 5px;">J&amp;P</span>   | 5. PROBLEM ROOT CAUSE <span style="background-color: #ffcc00; border: 1px solid black; padding: 2px 5px;">RC</span>  | 6. BEHAVIOUR <span style="background-color: #ffcc00; border: 1px solid black; padding: 2px 5px;">BE</span>  |
|                         | <ul style="list-style-type: none"> <li>Plan a structured trip itinerary</li> <li>Select key attractions for each day</li> <li>Organize trip efficiently within limited days</li> <li>Save time and effort in planning</li> </ul> | <ul style="list-style-type: none"> <li>Overabundance of scattered travel content</li> <li>No automated personalization</li> <li>Manual effort required to filter relevant information</li> <li>Lack of centralized planning tool</li> </ul>              | <ul style="list-style-type: none"> <li>Search Google repeatedly</li> <li>Compare multiple blogs</li> <li>Ask friends for suggestions</li> <li>Save random places without structure</li> <li>Spend hours organizing plans</li> </ul> |
| Define TR, fin into EM  | 7. TRIGGERS <span style="background-color: #80d0c0; border: 1px solid black; padding: 2px 5px;">TR</span>  | 8. EMOTIONS: BEFORE / AFTER <span style="background-color: #80d0c0; border: 1px solid black; padding: 2px 5px;">EM</span>  | 9. YOUR SOLUTION <span style="background-color: #80d0c0; border: 1px solid black; padding: 2px 5px;">CH</span>  |
|                         | <ul style="list-style-type: none"> <li>Upcoming vacation</li> <li>Festival holidays</li> <li>Business trips</li> <li>Travel offers or discounts</li> <li>Social media travel inspiration</li> </ul>                              | <ul style="list-style-type: none"> <li>Overwhelmed</li> <li>Confused</li> <li>Stressed</li> <li>Time-pressured</li> </ul>  | <ul style="list-style-type: none"> <li>Web application (Streamlit)</li> <li>Direct browser access</li> </ul>  |
| Identify second CH      | 7. TRIGGERS <span style="background-color: #80d0c0; border: 1px solid black; padding: 2px 5px;">TR</span>  | 9. YOUR SOLUTION <span style="background-color: #ffcc00; border: 1px solid black; padding: 2px 5px;">SU</span>   | 10. CHANNELS & BEHAVIOUR <span style="background-color: #ffcc00; border: 1px solid black; padding: 2px 5px;">CH</span>  |
|                         | <ul style="list-style-type: none"> <li>Upcoming vacation</li> <li>Festival holidays</li> </ul>   | <ul style="list-style-type: none"> <li>AI powered travel itinerary generator</li> <li>Streamlit-based web interface</li> </ul>   | <ul style="list-style-type: none"> <li>Web application (Streamlit), Direct browser access</li> <li>Enter destination and trip duration</li> <li>Click: Generate itinerary</li> <li>Review personalized travel plan</li> </ul>       |

#### References:

1. <https://www.ideahackers.network/problem-solution-fit-canvas/>
2. <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>