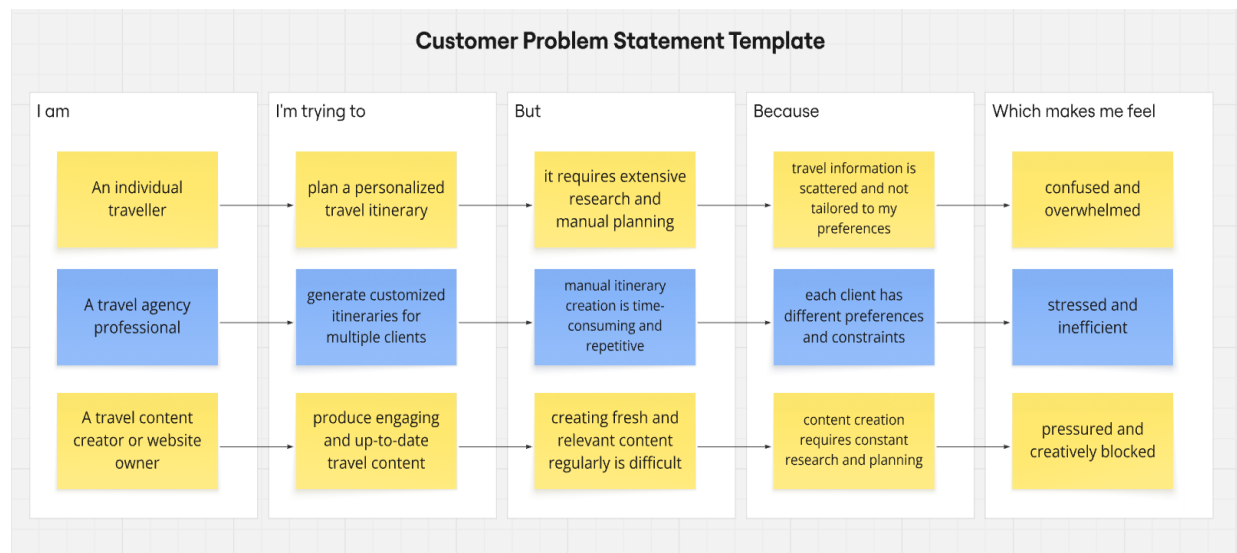


Define Problem Statements

Date	28 January 2026
Team ID	LTVIP2026TMIDS65547
Project Name	Explore With Ai: Custom Itineraries For Your Next Journey
Maximum Marks	3 Marks

Define Problem Statements (Customer Problem Statement Template):

Travel planning and content creation often take a lot of time and effort because they require continuous research and personalization. Many individual travellers find it difficult to create customized travel itineraries that match their interests and trip duration, which can be confusing and frustrating. In the same way, travel agencies struggle to quickly prepare personalized itineraries for multiple clients due to repetitive manual work. Travel websites and content creators also face challenges in regularly producing engaging and updated travel content. These difficulties create a need for an intelligent and automated solution. The **Explore with AI** system addresses these challenges by using generative AI to automatically generate personalized travel itineraries and relevant travel content with minimal manual effort.



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

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	An individual traveller	plan a personalized travel itinerary	it requires extensive research and manual planning	travel information is scattered and not tailored to my preferences	confused and overwhelmed
PS-2	A travel agency professional	generate customized itineraries for multiple clients	manual itinerary creation is time-consuming and repetitive	each client has different preferences and constraints	stressed and inefficient
PS-3	A travel content creator or website owner	produce engaging and up-to-date travel content	creating fresh and relevant content regularly is difficult	content creation requires constant research and planning	pressured and creatively blocked