Problem–Solution Fit Template for Flight Finder

1. **Target Audience**

- Frequent flyers, travel agents, business travellers, and budget-conscious travellers.

- Users seeking real-time, accurate, and personalized flight information

2. **Problem**

- Current flight search platforms struggle with:

- **Outdated or delayed information** for prices, availability, and delays

- **Lack of personalization** in results or recommendations

- **Overwhelming interfaces** with too many filters and little guidance

- **Low trust in search accuracy** due to irrelevant or sponsored results

3. **Customer Behaviours**

- Check multiple platforms for validation

- Prioritize price tracking, schedule reliability, and convenience

- Use mobile and voice interfaces for fast travel decisions

- Share travel searches and preferences with others (collaborative travel planning)

4. **Solution**

- Flight Finder delivers **real-time, personalized flight search** using:

- Dynamic indexing and aggregation pipelines via MongoDB Atlas

- Contextual relevance with **Atlas Search** and custom ranking models

- A sleek, simplified interface tuned for rapid filtering and voice-driven queries

- Smart suggestions based on behavior, price history, and intent signals

5. **Why It Works**

- Reduces friction in the planning phase by presenting only relevant flights

- Builds **trust through transparency** and explainable ranking

- Integrates into current behaviour patterns (e.g., mobile-first, alert-based travel decisions)

- Adapts to **urgent use cases** like last-minute bookings or trip disruptions

6. **Marketing & Communication Strategy**

- Focus messaging on: "Flight search that thinks like you do."

- Emphasize real-time precision and intuitive UX

- Use testimonial-style storytelling and case studies

- Channels: travel blogs, comparison sites, airport apps, and social platforms

- **Template:**

Problem-Solution Fit Template

Overview

FlightFinder is a real-time, personalized flight discovery platform designed to solve common pain points in travel search by intelligent indexing, streamlined UX, and contex- aware recommendations

Target Users

- Frequent flyers
- Budget-conscius travelers
- Corporate travelers
- Travel agencies

Problems to Solve

- Difficulty comparing flights across platforms
- Limited access to real-time pricing and alerts
- Time-consuming manual searches for better deals or routes
- Inadequacy of extistug atives Skyscanner, Google Fli- ghts, and airline websites
- Distrust in sponsored or rier- levant recommendations

Proposed Solution

- Real-time flight data with dynamic indexing
- Personalized results and alerts through Atlas Search and user behavior tracking
- Dynamic filtering, and search hints in a respons- vise U serchee hites

Why This Works

- Aligns with traveller eneright
- Reduces planning complexixy and stress
- Saves users time and money by keeping up market changes interdaet

Communication Triggers

"Flight search that thinks like you."
"Skip the chaos. Search smart, not hard."

Go-To Channels

- "Flight search that thinks like you."
- "Skip the chaos. Search smart, not huff."