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* **Outdated or delayed information** for prices, availability, and delays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

