

## Project Design Phase

### Problem – Solution Fit

Date	25 February 2026
Team ID	LTVIP2026TMIDS73330
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:

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS	2. CUSTOMER CONSTRAINTS CC	3. AVAILABLE SOLUTIONS AS
Identify second TIR or EM	4. JOBS-TO-BE-DONE / PROBLEMS J&P	5. PROBLEM ROOT CAUSE RC	6. BEHAVIOUR BE
Identify second TIR or EM	7. TRIGGERS TR	8. EMOTIONS: BEFORE / AFTER EM	9. YOUR SOLUTION CH
Identify second TIR or EM	7. TRIGGERS TR	9. YOUR SOLUTION SU	10. CHANNELS 8. BEHAVIOUR CH

**1. CUSTOMER SEGMENT(S) (CS)**

- Individual travelers
- Working professionals planning vacations
- First-time travelers
- Travel agencies needing quick itinerary creation

**2. CUSTOMER CONSTRAINTS (CC)**

- Limited time for research
- Scattered travel information online
- Lack of personalized travel plans
- Difficulty organizing day-wise schedule
- Repetitive manual planning

**3. AVAILABLE SOLUTIONS (AS)**

- Travel blogs and websites
- YouTube travel videos
- Manual itinerary templates
- Travel agency packages
- Online travel forums

**4. JOBS-TO-BE-DONE / PROBLEMS (J&P)**

- Plan a structured trip itinerary
- Select key attractions for each day
- Organize trip efficiently within limited days
- Save time and effort in planning

**5. PROBLEM ROOT CAUSE (RC)**

- Overabundance of scattered travel content
- No automated personalization
- Manual effort required to filter relevant information
- Lack of centralized planning tool

**6. BEHAVIOUR (BE)**

- Search Google repeatedly
- Compare multiple blogs
- Ask friends for suggestions
- Save random places without structure
- Spend hours organizing plans

**7. TRIGGERS (TR)**

- Upcoming vacation
- Festival holidays
- Business trips
- Travel offers or discounts
- Social media travel inspiration

**8. EMOTIONS: BEFORE / AFTER (EM)**

- Overwhelmed
- Confused
- Stressed
- Time-pressed

**9. YOUR SOLUTION (CH)**

- Web application (Streamlit)
- Direct browser access

**10. CHANNELS 8. BEHAVIOUR (CH)**

- Web application (Streamlit): Direct browser access
- Enter destination and trip duration
- Click: Generate itinerary
- Review personalized travel plan

#### References:

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