

Project Design Phase

Problem – Solution Fit

Date	09 February 2026
Team ID	LTVIP2026TMIDS66282
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 Intro CC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> Individual travelers Working professionals planning vacations First-time travelers Travel agencies needing quick itinerary creation 	2. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> Travel blogs and websites YouTube travel videos Manual itinerary templates Travel agency packages Online travel forums
	4. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> Overabundance of scattered travel content No automated personalization Manual effort required to filter relevant information Lack of centralized planning tool 	6. BEHAVIOUR BE <ul style="list-style-type: none"> Search Google repeatedly Compare multiple blogs Ask friends for suggestions Save random places without structure Spend hours organizing plans
Identify strong fit OEM	7. TRIGGERS TR <ul style="list-style-type: none"> Upcoming vacation Festival holidays Business trips Travel offers or discounts Social media travel inspiration 	8. EMOTIONS: BEFORE / AFTER EM <ul style="list-style-type: none"> Overwhelmed Confused Stressed Time-pressured 	9. YOUR SOLUTION CH <ul style="list-style-type: none"> Web application (Streamlit) Direct browser access
	7. TRIGGERS TR <ul style="list-style-type: none"> Upcoming vacation Festival holidays 	9. YOUR SOLUTION SU <ul style="list-style-type: none"> AI powered travel itinerary generator Streamlit-based web interface 	10. CHANNELS 8. BEHAVIOUR CH <ul style="list-style-type: none"> 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>