

## Ideation Phase

### Define the Problem Statements

Date	3 June 2025
Team ID	LTVIP2025TMID60279
Project Name	FlightFinder: Navigating Your Air Travel Options
Maximum Marks	2 Marks

#### Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

<b>I am</b>	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
<b>I'm trying to</b>	List their outcome or "job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
<b>but</b>	Describe what problems or barriers stand in the way - what bothers them most?	Describe the problems or barriers that get in the way here
<b>because</b>	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	Describe the reason the problems or barriers exist
<b>which makes me feel</b>	Describe the emotions from the customer's point of view - how does it impact them emotionally?	Describe the emotions the result from experiencing the problems or barriers

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

#### Example:

I am	I'm trying to	But	Because	Which makes me feel
a traveler	book flights on my phone	it takes a long time	The website is not responsive and doesn't have a mobile version	Frustrated

<b>Problem Statement (PS)</b>	<b>I am (Customer)</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
PS1	A business traveler	Book a flight quickly	I get too many irrelevant options	The app doesn't apply my preferences automatically	Overwhelmed and frustrated
PS2	A frequent flyer	Find flights from my preferred airline	I have to manually search for them every time	There's no airline loyalty or past choice memory	Annoyed and less loyal to the app
PS3	A convenience-focused user	Choose a direct flight with good timings	I have to scroll through lots of flights	The filters are not intuitive or well organized	Impatient and dissatisfied
PS4	A premium class traveler	Select a comfortable seat	I don't get a clear seat map or seat details	The seat selection interface is not interactive enough	Uncertain and less in control
PS5	A security-conscious buyer	Pay securely and quickly	I worry about security and delays	The payment gateway lacks trust indicators or takes time	Anxious and doubtful
PS6	A planner	Get a clear confirmation and itinerary	I don't receive details promptly	The app delays ticket confirmation or lacks a full itinerary view	Confused and stressed
PS7	A tech-savvy mobile user	Book a flight easily on my phone	The app lags or crashes sometimes	It's not optimized for all devices or slower network conditions	Annoyed and hesitant to use it again
PS8	A traveler with changing plans	Modify bookings when needed	The app doesn't support easy changes or cancellations	It lacks flexibility and quick support options	Helpless and frustrated