**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 15 June 2024 |
| Team ID | SWTID1720194751 |
| Project Name | Flight Booking App(Fly High) |
| Maximum Marks | 3 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.

Graphical user interface, text, application, email

Description automatically generated

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

**Example:**

Chart, treemap chart

Description automatically generated

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | Customer | Book Flight tickets | The website has complex structure | problem arises whenever customers need to search for, compare, and book flights, especially during peak travel seasons or when looking for last-minute deals. | Disappointed |
| PS-2 | Traveler | Book Flight tickets | The application consumes a lot of time | The problem occurs across various online flight booking platforms and websites that offer suboptimal user experiences and inconsistent service quality. | Unsatisfied |