Ideation Phase
Freelancing & Idea Prioritization

Date	June 2025
Team ID	LTVIP2025TMID58601
Project Name	FlightFinder: Navigating Your Air Travel Options
Maximum Marks	4 Marks

Flight Finder & Idea Prioritization Template:

FlightFinder is a smart and user-friendly platform that helps travelers explore, compare, and book flights based on real-time pricing, travel duration, stopovers, and airline preferences. Whether you're planning a quick weekend getaway or a long international trip, FlightFinder makes it easy to:

- **Filter** options by budget, airline, duration, and number of stops
- **Sort** results by best match, lowest price, or fastest trip
- **Visualize** price trends to find the best time to book
- **Bookmark** and compare different flights for future reference

This tool is ideal for frequent flyers, travel planners, or anyone looking for a hassle-free way to find the best flight deals.

Major challenges for Flight finder:

1. **Real-Time Data Accuracy**

   - **Problem:** Airline prices and seat availability change rapidly.
   - **Challenge:** Keeping flight data updated in real time requires strong integration with airline APIs or third-party providers (like Amadeus, Sabre, Skyscanner APIs).
   - **Impact:** Users may see outdated prices or unavailable flights if syncing lags.

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2. **Complex Filtering & Search Logic**

   - **Problem:** Users expect advanced filters (e.g., non-stop only, luggage included, arrival time range).
   - **Challenge:** Building a search engine that handles multiple parameters and sorts results effectively is technically complex.

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3. **Integration with Multiple Data Sources**

   - **Problem:** Flights are offered by various airlines, OTAs (Online Travel Agencies), and aggregators.
   - **Challenge:** Integrating with dozens of providers (each with different APIs, formats, or restrictions) while avoiding duplicate listings.

4. Pricing Transparency and Hidden Fees

- **Problem:** Many low-cost airlines hide baggage fees, seat selection costs, etc.
- **Challenge:** Presenting a **true total cost** is difficult without deep airline partnerships or scraping hidden details.

5. User Trust & Conversion

- **Problem:** Users compare prices across many platforms.
- **Challenge:** Building a UI/UX that is both **trustworthy and competitive**, with clear pricing and reliable redirection to booking partners.

6. Handling Cancellations & Refunds

- **Problem:** Users may want to know cancellation rules, refundability, or COVID-related policies.
- **Challenge:** Standardizing and displaying these across airlines is tough due to varying and frequently changing policies.

7. Scalability & Performance

- **Problem:** Flight searches are **resource-heavy** — thousands of route combinations, fare classes, and real-time checks.
- **Challenge:** Optimizing backend performance and caching strategies to handle high search volume without delays.

8. Revenue Model & Partnerships

- **Problem:** Many flight finders operate on thin affiliate margins.
- **Challenge:** Monetizing via ads, referrals, or premium features without hurting the user experience.
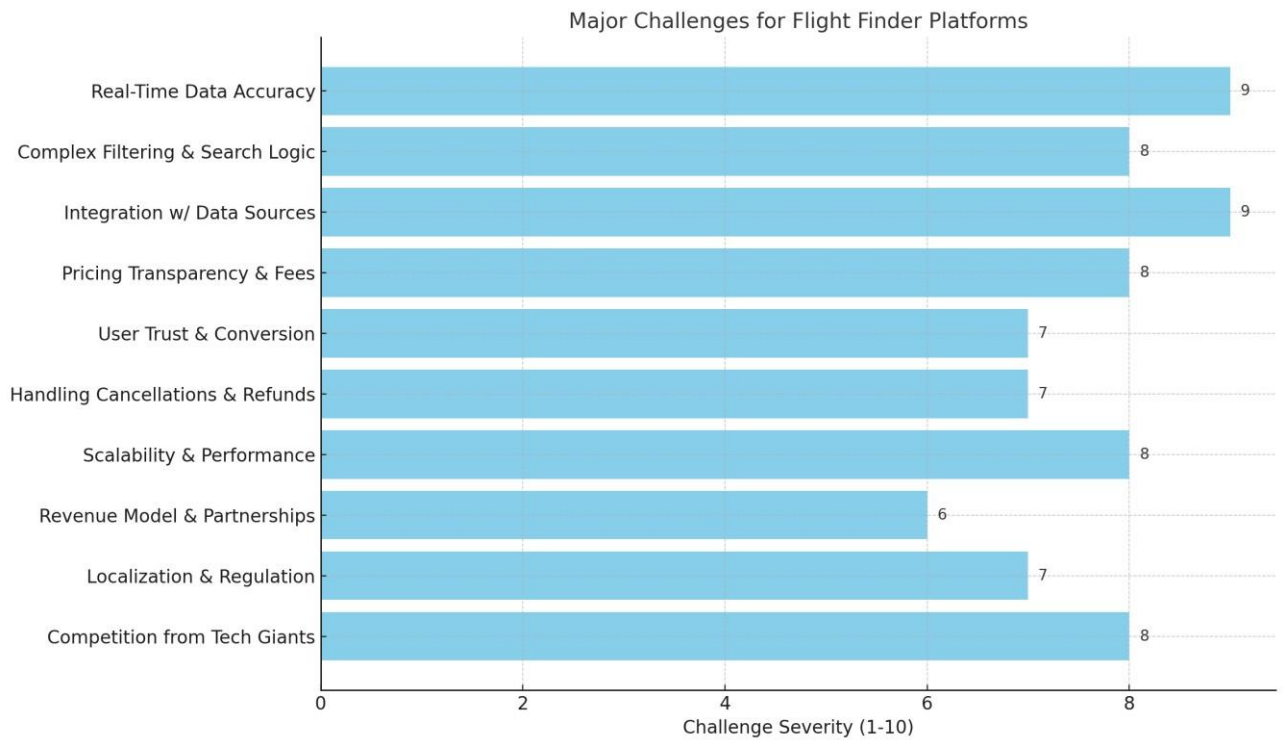
9. Localization & Regulation

- **Problem:** Users from different countries need local currency, language, and payment support.
- **Challenge:** Supporting local norms, tax rules, and GDPR/CCPA compliance adds complexity.

10. Competition from Tech Giants

- **Problem:** Google Flights, Expedia, and Kayak dominate the market.

- **Challenge:** Differentiating your platform with unique value (UX, niche features, speed, etc.) is critical.

Major Challenges for Flight Finder Platforms

Challenge	Challenge Severity (1-10)
Real-Time Data Accuracy	9
Complex Filtering & Search Logic	8
Integration w/ Data Sources	9
Pricing Transparency & Fees	8
User Trust & Conversion	7
Handling Cancellations & Refunds	7
Scalability & Performance	8
Revenue Model & Partnerships	6
Localization & Regulation	7
Competition from Tech Giants	8

Project Vision:

FlightFinder aims to simplify and personalize the flight booking experience by helping users **find the best flight options** based on real-time prices, travel duration, and user preferences — all in one intuitive platform.

Target Users:

- Frequent travelers
- Budget-conscious travelers
- First-time flyers
- Travel agents and planners