

Project Design Phase
Problem – Solution Fit Template

Date	15 February 2026
Team ID	LTVIP2026TMIDS26163
Project Name	Explore with AI: Custom Itineraries for Your Next Journey
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group.**

Template:

PROBLEM - SOLUTION FIT CANVAS AI TRAVEL ITINERARY GENERATOR

WHO IS YOUR CUSTOMER?

Individual travelers
Students
Families planning trips
Busy professionals

LIMITATIONS TO BUY / USE

Lack of time for planning
Too much information online
Difficulty organizing trip
Budget confusion

HOW ARE YOU DIFFERENT?

AI-generated itinerary
Personalized planning
Day-wise structured plan
Instant PDF download

FREQUENT / COSTLY PROBLEM

Manual travel planning takes hours
Searching many websites
No clear daily schedule
Unorganized trip experience

CAUSE OF PROBLEM

Information scattered online
No automation tools
Lack of personalization
Manual planning required

SUPPORT EXISTING BEHAVIOR

Users search destinations online
Compare hotels & attractions
Use travel apps
Look for reviews

REAL LIFE TRIGGERS

Vacation planning
Holiday season trips
Family travel decisions

YOUR DOWN-TO-EARTH SOLUTION

AI Travel Itinerary Generator
Enter destination & duration
AI creates full travel plan
Provides tips, food & hotels
Download ready-to-use PDF

BE WHERE CUSTOMERS ARE

Web-based application
Accessible from anywhere
Simple user interface
Quick results

EMOTIONS

Excitement for travel
Stress about planning
Need convenience