Project Design Phase

Problem – Solution Fit Template

Team ID	LTVIP2025TMID58532
Project Title	Flight finder: navigating your air travel options

Problem – Solution Fit

Problem (Customer Pain Points)

- Lack of a centralized platform for comparing flight prices, timings, and airlines.
- Booking processes on many websites are time-consuming or complicated.
- Users find it difficult to track and manage bookings from mobile devices.
- Inconsistent payment confirmations and lack of timely notifications.
- Admins lack proper dashboards for managing schedules and generating reports.

Customer Segment (Target Users)

- Frequent travelers and tourists
- Students and business professionals
- Travel agents
- Airline administrative staff

Existing Alternatives

- Other booking platforms (e.g., MakeMyTrip, Cleartrip, Yatra)
- Manual ticketing via agents
- Airline-specific websites

Our Unique Value Proposition (Solution)

- Seamless and responsive web & mobile interface for booking and management
- Search and filter flights based on flexible criteria
- Easy and secure multi-mode payment integration (UPI, card, etc.)
- Email/SMS alerts for bookings, cancellations, and reminders
- Admin dashboard with flight management and analytics

Channels of Communication

- Social media ads targeting travel interests

- SEO and blog content on travel hacks
- Collaborations with student organizations and tour operators

Customer Benefits
- Saves time and effort in booking flights
- Provides flexible options and price comparisons
- Reduces stress by ensuring timely confirmations and notifications
- Centralized place to manage all travel bookings
- Reliable customer support and scalable backend