Ideation Phase
Define the Problem Statements

Date	31 January 2025
Team ID	LTVIP2025TMID46399
Project Name	Flight Finder
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.

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

For the Flight Finder Application:

Overview:

This Flight Booking APP is the ultimate digital platform designed to revolutionize the way users book flight tickets.
It elevates the travel experience by offering unmatched convenience and efficiency. The user-friendly web app allows travelers to seamlessly discover, explore, and reserve flights based on individual preferences, be it for frequent commutes or occasional travel.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A frequent flyer	Book a flight quickly for an urgent business trip	There are too many options and steps	I have limited time and need fast, reliable service	Overwhelmed and frustrated
PS-2	A budget traveler	Find the cheapest flight for a weekend getaway	I can't easily compare prices across airlines	The app lacks efficient filtering and comparison tools	Disappointed and uncertain
PS-3	A first-time user	Understand how to book a flight using the app	I find the interface confusing	I'm not tech-savvy and need more guidance	Anxious and hesitant
PS-4	A loyalty program member	Book a flight with my preferred airline and earn points	The app doesn't show loyalty info or benefits	I rely on my frequent flyer program for perks	Undervalued and disconnected
PS-5	A traveler with specific seating needs	Choose a window seat with extra legroom	I can't view or select seats clearly during booking	I want comfort during long flights	Frustrated and ignored
PS-6	A privacy-conscious user	Pay securely for my flight	I'm unsure if the payment process is safe	I've had bad experiences with data breaches	Nervous and untrusting