**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 28 June 2025 |
| Team ID | LTVIP2025TMID59738 |
| Project Name | Flightfinder: Navigating Your Air Travel Options |
| 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.

Graphical user interface, text, application, email

Description automatically generated

**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 | A Traveler | Search and compare flight options | The interfere-nce is too cluttered and confusing | There are many steps and no proper filters | overwhelmed |
| PS-2 | A frequent flyer | Book a ticket quickly on the go | The mobile version is slow and unrespon-sible | It’s not optimised for smaller screens and takes too long to load | frustrated |