

Problem – Solution Fit

Date	17 February 2026
Team ID	LTVIP2026TMIDS89357
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:

Explore with AI: Custom Itineraries for Your Next Journey			
DIGITAL CS-MT'S DG	1. CUSTOMER SEGMENTS CS Who are your customers? <ul style="list-style-type: none">• Solo travelers• Frequent travelers• Working professionals• Students and young travelers• Families planning vacations• Digital nomads• Tech-savvy travelers	2. CUSTOMER CONSTRAINTS DC What constraints prevent your customers from taking action or limit their choices of solutions? --- <ul style="list-style-type: none">• Limited time to research and plan trips• Information overload from multiple travel websites• Budget constraints• Lack of personalized recommendations• Lack of trust in generic travel suggestions• Limited knowledge about new destinations	3. AVAILABLE SOLUTIONS AS Which solutions are available to the customer when they problem? <ul style="list-style-type: none">• Google search• Travel blogs and YouTube videos• Travel apps (TripAdvisor, Booking.com)• Travel agencies• Manual itinerary planning <p>These solutions are time-consuming and not fully personalized.</p>
	4. JOBS-TO-BE-DONE / PROBLEMS JBP What jobs or problems are travelers performing or dealing with without your solution? <ul style="list-style-type: none">• Planning travel itinerary manually• Searching multiple sources for recommendations• Comparing destinations, hotels and activities• Organizing travel schedules <p>Customers waste time and feel overwhelmed.</p>	5. PROBLEM ROOT CAUSE RC What is the root cause of the problem? <ul style="list-style-type: none">• Too much information available online• Lack of personalization• Manual and complex planning process• No intelligent system to optimize travel plans <p>These solutions are time-consuming and not fully personalized.</p>	6. BEHAVIOR BE How do customers behave when observing the problem, how do they typically react to the problem? <ul style="list-style-type: none">• Searching online repeatedly• Switching between apps and websites• Asking friends and social media• Saving notes manually <p>This leads to confusion and decision fatigue.</p>
ID PURPOSES ARE	7. TRIGGERS TR What triggers customers to act, setting their significant motivation variables (blasing a solution, where do they decide to switch (meh-raust)? <ul style="list-style-type: none">• Planning a new trip• Booking flights or hotels• Limited planning time• Desire for better travel experiences	8. YOUR SOLUTION SL Explore with AI: Custom Itineraries for Your Next Journey <ul style="list-style-type: none">• Creates personalized travel itineraries• Suggests destinations, hotels, and activities• Optimizes travel schedules• Saves planning time• Provides smart and customized recommendations	9. CHANNELS & BEHAVIOR CH In which channels or and enoumstances is the solution presented to send customer apu where can you find the solution? <ul style="list-style-type: none">• Mobile applications• Travel websites• AI travel platforms• Social media• Online travel booking platforms
	10. EMOTIONS BEFORE / AFTER EM What emotions do customers fed before es, after using Explore with AI, here do customer emotions changer < /> <ul style="list-style-type: none">• Confloed - ndang• Straced - • br-tyd• Overvmed - • theal	11. VALUE VL Explore with AI provides value by: <ul style="list-style-type: none">• Saving time• Reducing stress• Providing personalized travel experiences	11. VALUE VL Explore with AI provides value by: <ul style="list-style-type: none">• Saving time• Reduce stress• Providing personalized travel experience• Improving travel planning efficiency• Relaxed• Excited