

Project Design Phase

Problem – Solution Fit Template

Date	15 February 2025
Team ID	LTVIP2026TMIDS81651
Project Name	Explore with AI: Custom Itineraries for Your Next Journey
Maximum Marks	2 Marks

Problem–Solution Fit

In the context of *TravelGuideAI* means identifying real travel planning difficulties faced by users and providing an AI-powered itinerary solution that genuinely solves those issues. It ensures that the system is not just innovative, but also practical, useful, and aligned with user needs.

TravelGuideAI focuses on simplifying trip planning by generating personalized travel itineraries based on user inputs like destination, number of days, and preferences. The solution fits the problem by reducing planning time, confusion, and information overload.

Purpose

- Solve real travel planning challenges

TravelGuideAI helps users who struggle with deciding where to go, what to do, and how to organize their trips efficiently.

- Improve solution adoption

By providing instant AI-generated itineraries, users can quickly see value, increasing usage and trust in the platform.

- Enhance communication & engagement

Clear recommendations, structured daily plans, and user-friendly design make the experience simple and engaging.

- Increase user touchpoints

Frequent travelers can reuse the platform for multiple trips, creating continuous engagement and loyalty.

- Understand and improve user experience

By analyzing user inputs and preferences, *TravelGuideAI* continuously provides more relevant and personalized suggestions.

Template:

<p>1. CUSTOMER SEGMENT(S) Who are your customers? I.e. working parents of 6-8 yo kids</p>	<p>CS</p> <p>6. CUSTOMER CONSTRAINTS What constraints prevent your customers from taking action or limit their choices of solutions? I.e. spending power, budget, no cash, network connection, available devices</p>	<p>CC</p> <p>5. AVAILABLE SOLUTIONS Which solutions are available to the customers when they face the problem as defined in point 2? What would they say if this problem is a pain & do ho-hum solutions feel luxurious and are in alternative to sight reducing trinacis</p>	<p>AS</p> <p>E Explore AS, differentiate</p>	
<p>2. JOBS-TO-BE-DONE / PROBLEMS What jobs need to be done (primary), what's for your customers? There could be more than one, encourage different ideas.</p>	<p>J&P</p> <p>9. PROBLEM ROOT CAUSE What is the real reason that this problem exists? As customers have kids & lots of sports time in the woe gib? I.e. customers have kids & no more sports time due to regulations.</p>	<p>RC</p> <p>7. BEHAVIOUR What do they do now in extamdr to address the problem and get the job done? I.e. indirectly sourced second hand sports time in avolunteering work & Greenspace.</p>	<p>BE</p> <p>F Focus on AS, but do the AS differentiation</p>	
<p>3. TRIGGERS What triggers customers to act? I.e. seeing their neighbour installing smart signs, reading about a more efficient solution.</p>	<p>TR</p> <p>3. TRIGGERS What triggers customers to act? I.e. seeing their neighbour installing smart signs, reading about a more efficient solution.</p>	<p>10. YOUR SOLUTION As an ex business of an existing business, when down your current action list, what needs the summat contributions to thunster sigilations. What else as as colles in margins to extance of them to Gerano your solution? I.e. Businesses of them emtive stesset to choose in reuter in refiter imitations. Eaten to batonoff and constraints covalized the customers analazone eats.</p>	<p>SL</p> <p>8. CHANNELS of BEHAVIOUR 8.1. ONLINE What kind of actions do customers take online? Extract online channels from #7 8.3. OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer alarispant.</p>	<p>CH</p> <p>E Extract online & offline</p>

References:

1. <https://www.ideahackers.network/problem-solution-fit-canvas/>
2. <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>