

Project Design Phase

Problem – Solution Fit

Date	09 February 2026
Team ID	LTVIP2026TMIDS65532
Project Name	Explore With Ai: Custom Itineraries For Your Next Journey
Maximum Marks	2 Marks

Problem – Solution Fit:

The **Problem–Solution Fit** for *Explore with AI* focuses on addressing the common challenges faced by travelers in planning personalized trips efficiently and without stress.

Purpose:

- To solve the problem of time-consuming and manual travel planning by providing an AI-powered automated solution.
- To improve solution adoption by aligning with modern user behavior, where users prefer quick, web-based, and personalized digital tools.
- To clearly communicate the value of AI-driven itinerary generation as a faster and more efficient alternative to traditional travel planning methods.
- To reduce frequent user frustrations such as scattered travel information, lack of personalization, and repetitive research efforts.
- To understand traveler needs and improve the planning experience by delivering structured, day-wise, and customized travel itineraries.

Template:

Define CS, fin into CC	1. CUSTOMER SEGMENT(S) CS	2. CUSTOMER CONSTRAINTS CC	3. AVAILABLE SOLUTIONS AS
	<ul style="list-style-type: none"> Individual travelers Working professionals planning vacations First-time travelers Travel agencies needing quick itinerary creation 	<ul style="list-style-type: none"> Limited time for research Scattered travel information online Lack of personalized travel plans Difficulty organizing day-wise schedule Repetitive manual planning 	<ul style="list-style-type: none"> Travel blogs and websites YouTube travel videos Manual itinerary templates Travel agency packages Online travel forums
Identify second TIR OEM	4. JOBS-TO-BE-DONE / PROBLEMS J&P	5. PROBLEM ROOT CAUSE RC	6. BEHAVIOUR BE
	<ul style="list-style-type: none"> Plan a structured trip itinerary Select key attractions for each day Organize trip efficiently within limited days Save time and effort in planning 	<ul style="list-style-type: none"> Overabundance of scattered travel content No automated personalization Manual effort required to filter relevant information Lack of centralized planning tool 	<ul style="list-style-type: none"> Search Google repeatedly Compare multiple blogs Ask friends for suggestions Save random places without structure Spend hours organizing plans
Define TR, fin into EM	7. TRIGGERS TR	8. EMOTIONS: BEFORE / AFTER EM	9. YOUR SOLUTION CH
	<ul style="list-style-type: none"> Upcoming vacation Festival holidays Business trips Travel offers or discounts Social media travel inspiration 	<ul style="list-style-type: none"> Overwhelmed Confused Stressed Time-pressured 	<ul style="list-style-type: none"> Web application (Streamlit) Direct browser access
Identify second CH	7. TRIGGERS TR	9. YOUR SOLUTION SU	10. CHANNELS & BEHAVIOUR CH
	<ul style="list-style-type: none"> Upcoming vacation Festival holidays 	<ul style="list-style-type: none"> AI powered travel itinerary generator Streamlit-based web interface 	<ul style="list-style-type: none"> Web application (Streamlit), Direct browser access Enter destination and trip duration Click: Generate itinerary Review personalized travel plan

References:

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