

Ideation Phase

Define the Problem Statements

Date	28 th June 2025
Team ID	LTVIP2025TMID49682
Project Name	FlightFinder
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.

I am	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers

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

Example:

I am	I'm trying to	But	Because	Which makes me feel
a busy traveler, price-conscious, and often unsure about the best time or way to book a flight.	find and book an affordable flight quickly and easily for an upcoming trip.	I get overwhelmed by too many flight options, inconsistent prices, and a lack of real-time availability.	the platform doesn't show clear filters, date flexibility, or live fare updates.	confused, stressed, and less confident in making a booking decision — sometimes abandoning the process altogether.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Busy traveller	Find and book easy, affordable flight	There are many options	The platform is so complex to use	It makes me confused and stressed
PS-2	First time user	To know about various flights and their prices	There are many flights for the same destination	The platform is so new and it is first timer friendly	It stresses me and I couldn't understand what flight should I prefer