

Ideation Phase

Define the Problem Statements

Date	22 June 2025
Team ID	LTVIP2025TMID56176
Project Name	FlightFinder: Navigating Your Air Travel
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 - who are they?	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - what bothers them most?	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - how does it impact them emotionally?	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 traveler	book flights on my phone	it takes a long time	The website is not responsive and doesn't have a mobile version	Frustrated

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A frequent traveler and	Quickly find and book	existing flight booking apps	they don't effectively	frustrated, overwhelmed,

	business professional	flights that match my preferences (e.g., direct, specific airlines, business class)	often show too many irrelevant options or have complicated interfaces	personalize results or make it easy to filter and compare flights	and worried about missing the best flight
PS-2	An occasional traveler planning a holiday	Book a flight easily and confidently	the process is often confusing, requires switching between apps or websites, and feels risky	it's hard to see clear details like seat maps, loyalty options, and real-time availability in one place	anxious, uncertain, and less likely to finalize my booking