**Ideation Phase**

**Define the Problem Statements**

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| 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.

Graphical user interface, text, application, email

Description automatically generated

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

**Example:**

Chart, treemap chart

Description automatically generated

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| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| **PS-1** | A frequent traveler and business professional | Quickly find and book flights that match my preferences (e.g., direct, specific airlines, business class) | existing flight booking apps often show too many irrelevant options or have complicated interfaces | they don’t effectively personalize results or make it easy to filter and compare flights | frustrated, overwhelmed, 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 |