

Project Design Phase
Problem – Solution Fit Template

Date	16 February 2026
Team ID	LTVIP2026TMIDS51639
Project Name	Explore with AI: Custom Itineraries for Your Next Journey
Maximum Marks	2 Marks

Problem – Solution Fit: Explore with AI

Travel planning can be overwhelming, time-consuming, and stressful, especially for travelers seeking personalized experiences. Individual travelers such as solo adventurers, families, or groups often face difficulties navigating fragmented information about destinations, attractions, dining options, and schedules. Current solutions, like generic travel blogs, apps, or tour packages, are either too broad, outdated, or lack customization.

These challenges lead to wasted time, missed experiences, and frustration in organizing trips. Similarly, travel agencies struggle to efficiently generate high-quality, personalized itineraries for diverse clients, often relying on manual research and repetitive tasks.

The core problem is the absence of a centralized, intelligent, and efficient solution that allows travelers and agencies to create personalized itineraries quickly, reliably, and with minimal effort. Users face issues like information overload, conflicting recommendations, and inefficient planning processes.

Explore with AI Solution

Explore with AI addresses these pain points by providing a AI-powered platform (web and app-based) that automatically generates detailed, customized travel itineraries. Key features include:

- Personalized Itineraries: AI-generated daily plans tailored to user preferences, trip duration, and interests.
- Local Recommendations: Curate suggestions for attractions, restaurants, and hidden gems.
- Optimized Schedules: Efficient routing and timing to maximize experiences while minimizing travel stress.
- Customizable Output: Users can review, edit, and export itineraries in formats like PDF or text.
- Agency Support: Travel agencies can input client details and instantly generate high-quality itineraries for multiple clients.
- Content Integration: Explore with AI can produce articles, guides, and tips for blogs and websites, keeping content fresh and engaging.

By automating personalized travel planning and providing trustworthy recommendations, Explore with AI reduces planning time, increases convenience, and enhances the overall travel experience for both individuals and agencies.

Purpose of Problem–Solution Fit

Defining the Problem–Solution Fit for Explore with AI ensures the product addresses real, validated needs of travelers and agencies:

- Solve actual travel planning pain points: Reduce stress, save time, and simplify itinerary creation.
- Accelerate adoption: Provide intuitive, AI-driven features aligned with traveler behavior and preferences.
- Enhance communication and engagement: Deliver relevant, personalized content and recommendations.
- Increase trust and reliability: Users gain confidence in AI-generated itineraries and curate travel information.
- Deliver immediate value: From the first interaction, users experience actionable, tailored itineraries that enhance their trips.