

Ideation Phase

Define the Problem Statements

Date	17 June 2025
Team ID	LTVIP2025TMID56096
Project Name	Flight Finder
Maximum Marks	2 Marks

Customer Problem Statement Template:

To define the core problems faced by users and restaurant owners in local food ordering scenarios, and use those insights to guide the development of *Flight Finder*.

Customer Problem Statement				
I am	I'm trying to	But	Because	Which makes me f...
<div>I am</div> <div>I am a college student/ new visitor to town who frequently orders food online.</div>	<div>I'm trying to</div> <div>I'm trying to find nearby restaurants and order food quickly.</div>	<div>But</div> <div>But there are no local platforms that show nearby eateries clearly.</div>	<div>Because</div> <div>Because most food delivery apps only feature well-known restaurants or aren't available in my town.</div>	<div>Which makes me feel</div> <div>Which makes me feel left out and frustrated with limited dining options.</div>

Restaurant Owner Problem Statement				
I am	I'm trying to	But	Because	Which makes me f...
<div>I am</div> <div>I am a small restaurant owner in a college town.</div>	<div>I'm trying to</div> <div>I'm trying to grow my business by accepting online orders.</div>	<div>But</div> <div>But I don't have access to affordable digital ordering platforms.</div>	<div>Because</div> <div>Because most apps charge high commissions or don't support small vendors.</div>	<div>Which makes me feel</div> <div>Which makes me feel digitally excluded and unable to reach more customers.</div>

Link : https://miro.com/app/board/uXjVlj4l_7c=/?share_link_id=867770432634

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

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	I am a student or traveler trying to plan a trip or return home.	find affordable and suitable flights based on my preferences	I cannot easily compare all flight options in one place	most airline websites and platforms show limited or biased results	left out, with limited choices
PS-2	a frequent flyer or business traveler with tight schedules	quickly book flights that match my time and budget	I waste time switching between multiple apps and websites	current systems lack centralized, intuitive search features	overwhelmed and time-constrained