

Project Design Phase

Problem – Solution Fit

Date	15 February 2025
Team ID	LTVIP2026TMIDS91038
Project Name	Explore with AI: Custom Itineraries for Your Next Journey
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group.**

Template:

Problem–Solution Fit Canvas – Travel Itinerary Generator AI		
1. Customer Segments (CS) CS The customers are travelers who want to plan trips easily, including students, families, and solo travelers. They need quick and organized travel plans without spending too much time researching.	6. Customer Constraints (CC) CC Customers often do not have enough time or knowledge to research and organize travel plans properly. They also face difficulty managing information from multiple sources.	5. Available Solutions (AS) AS Customers currently use Google, travel blogs, videos, or manual notes to plan their trips. These methods are slow, not personalized, and require a lot of effort.
2. Jobs-to-be-Done / Problems (JBP) JBP Customers struggle to decide which places to visit and how to organize their travel schedule efficiently. Manual planning takes too much time and often causes confusion due to too much information.	9. Problem Root Cause (RC) RC The main cause of the problem is the lack of a smart system that automatically generates travel itineraries. Travel planning is manual, time-consuming, and information is scattered.	7. Behaviour (BF) BF Customers search online, read travel websites, and watch videos to collect travel information. They manually create lists and compare different options before making decisions.
3. Triggers (TR) TR Customers start planning when they decide to travel for vacations, holidays or special occasions. Seeing travel content online or booking tickets motivates them to create a travel plan.	10. Your Solution (SL) SL The Travel Itinerary Generator AI automatically creates personalized travel plans based on user preferences. It saves time, reduces confusion, and makes travel planning easy, fast, and efficient.	8. Channels of Behaviour (CH) CH Customers mainly use online platforms such as websites, social media, and travel apps to gather information. They also rely on offline suggestions from friends, family, or travel agencies.
4. Emotions: Before / After (EM) EM Before using the solution, customers feel confused, stressed, and overwhelmed by too many choices. After using the solution, they feel confident, relaxed, and excited with a clear travel plan.	10. Problem-Solution Fit Canvas (SL) SL The Travel Itinerary Generator AI automatically creates personalized travel plans based on user preferences. It saves time, reduces confusion, and makes travel planning easy, fast, and efficient.	8. Channels of Behaviour (CH) CH Customers mainly use online platforms such as websites, social media, and travel apps to gather information. They also rely on offline suggestions from friends, family, or travel agencies.

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