

Ideation Phase

Define the Problem Statements

Date	18 June 2025
Team ID	LTVIP2025TMID31510
Project Name	Airlines Management System
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 - <i>who are they?</i>	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers

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

Customer Problem Statements (CPS) – Airlines Management System:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A flight scheduler or operations manager	Schedule and manage flights with the right crew assigned	I struggle to track crew availability and avoid scheduling conflicts	The system lacks real-time crew management and conflict alerts	Frustrated and concerned about delays
PS-2	A booking agent	Quickly book and manage passenger tickets	Bookings sometimes overlap or miss passenger data	The current system is semi-manual with poor validations	Stressed and blamed for booking errors
PS-3	A passenger	Get booking confirmation and flight details on time	I don't receive timely updates or alerts about my flight	The airline lacks an automated alert or notification system	Confused and uncertain about my travel plans
PS-4	A flight crew manager	Assign crew members fairly and efficiently	Crew availability and assignment conflicts are hard to monitor	There is no automated crew scheduling logic based on duty hours/availability	Overwhelmed and under pressure to avoid errors