

Problem – Solution Fit

Date	17 February 2026
Team ID	LTVIP2026TMIDS88973
Project Name	Civil Engineering Insight Studio
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem–Solution Fit for **Civil Engineering Insight Studio** focuses on solving major challenges faced in civil engineering and construction projects, such as poor communication, scattered project data, slow decision-making, and safety monitoring issues. Many engineers and project managers struggle to manage drawings, reports, and site updates efficiently, which often leads to delays, increased costs, and reduced productivity. Civil Engineering Insight Studio provides an AI-powered platform that collects, analyzes, and organizes project information in one centralized system. It enables real-time monitoring, smart data analysis, voice and text updates from sites, and quick decision-making through intelligent insights.

Template:

Blurred CS-MRS-DG	1. CUSTOMER SEGMENTS Who are your customers? <ul style="list-style-type: none">Solo travelersFrequent travelersWorking professionalsStudents and young travelersFamilies planning vacationsDigital nomadsTech-savvy travelers	CS	2. CUSTOMER CONSTRAINTS What constraints prevent your customers from taking action or limit their choices of solutions? --. <ul style="list-style-type: none">Limited time to research ad plan tripsInformation overload from multiple travel websitesBudget constraintsLack of personalized recommendationsLack of trust in generic travel suggestionsLimited knowledge about new destinations	DC	3. AVAILABLE SOLUTIONS Which solutions are available to the customer when they problem? <ul style="list-style-type: none">Google searchTravel blogs and YouTube videosTravel apps (TripAdviser, Booking.com)Travel agenciesManual itinerary planning These solutions are time-consuming and not fully personalized.	AS
	4. JOBS-TO-BE-DONE / PROBLEMS What jobs or problems are travelers performing or dealing with without your solution? <ul style="list-style-type: none">Planning travel itinerary manuallySearching multiple sources for recommendationsComparing destinations, hotels and activitiesOrganizing travel schedules Customers waste time and feel overwhelmed.	JBP	5. PROBLEM ROOT CAUSE What is the root cause of the problem? <ul style="list-style-type: none">Too much information available onlineLack of personalizationManual and complex planning processNo intelligent system to optimize travel plans These solutions are time-consuming and not fully personalized.	RC	6. BEHAVIOR How do customers behave when observing the problem, how do they typically react to the problem? <ul style="list-style-type: none">Searching online repeatedlySwitching between apps and websitesAsking friends and social mediaSaving notes manually This leads to confusion and decision fatigue.	BE
Just-to-Zoom-Pause-or-Act	7. TRIGGERS What triggers customers to act, setting their significant motivation towards choosing a solution, where do they decide to switch (tech-reuse)? <ul style="list-style-type: none">Planning a new tripBooking flights or hotelsLimited planning timeDesire for better travel experiences	TR	8. YOUR SOLUTION Explore with AI: Custom Itineraries for Your Next Journey <ul style="list-style-type: none">Creates personalized travel itinerariesSuggests destinations, hotels, and activitiesOptimizes travel schedulesSaves planning timeProvides smart and customized recommendations	SL	9. CHANNELS & BEHAVIOR In which channels or under what circumstances is the solution presented to send customers away when can you hide the solution? <ul style="list-style-type: none">Mobile applicationsTravel websitesAI travel platformsSocial mediaOnline travel booking platforms	CH
	10. EMOTIONS BEFORE / AFTER What emotions do customers feel before and after using Explore with AI, here do customer emotions change? <ul style="list-style-type: none">Confused - IndifferentStrained - BoredOverwhelmed - Unreal	EM	11. VALUE Explore with AI provides value by: <ul style="list-style-type: none">Saving timeReducing stressProviding personalized travel experiencesImproving travel planning efficiency	VL	11. VALUE Explore with AI provides value by: <ul style="list-style-type: none">Saving timeReducing stressProviding personalized travel experiencesImproving travel planning efficiency	VL