**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 25 June 2025 |
| Team ID | LTVIP2025TMID43826 |
| Project Name | FlightFinder: navigating your air travel options |
| 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.

Graphical user interface, text, application, email

Description automatically generated

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

**Example:**

Chart, treemap chart

Description automatically generated

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| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | a user with a complaint | raise a complaint online | I can't find the right platform | most complaint systems are confusing or not responsive | helpless and ignored |
| PS-2 | a user who submitted a complaint | track my complaint status | I get no real-time updates | there’s no live tracking or status alert | frustrated and anxious |

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| --- | --- | --- | --- | --- | --- |
| PS-3 | an aggrieved customer | talk to an agent to solve my issue | there’s no chat feature | communication is slow and unstructure | unheard and stuck |
| PS-4 | an admin | assign complaints efficiently | there’s no workload-based assignment system | all complaints go manually | overwhelmed and inefficient |