Problem–Solution Fit Canvas 2.0 – FlightFinder

1. CUSTOMER SEGMENT(S) [CS]

Budget travelers, frequent business travelers, families, and spontaneous planners looking for convenient and affordable flight options.

2. JOBS-TO-BE-DONE / PROBLEMS [J&P]

Find cheapest flights, avoid hidden fees, compare airlines easily, get notifications for deals and flexible dates.

3. TRIGGERS [TR]

5. AVAILABLE SOLUTIONS [AS]

Skyscanner (wide coverage, but complex UI), Google Flights (simple UI, limited booking), MakeMyTrip (known but has hidden charges), direct airline websites (reliable but timeconsuming).

6. CUSTOMER CONSTRAINTS [CC]

Budget restrictions, overwhelming number of options, lack of transparency, poor internet or devices.

7. BEHAVIOUR [BE]

Manually comparing sites, relying on word of mouth or agents, using travel apps without full trust or satisfaction.

8. CHANNELS OF BEHAVIOUR [CH]

Instagram ads, YouTube influencers, Google SEO, app stores, newsletters, offline college fairs or travel expos.

9. PROBLEM ROOT CAUSE [RC]

Flight data is scattered across platforms, pricing is not standardized, and most tools are not tailored to individual needs.

10. YOUR SOLUTION [SL]

FlightFinder is a smart flight comparison tool with clean UI, transparent pricing, smart filters, and real-time alerts tailored to user profiles.