

# Problem – Solution Fit Template

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Date: 15 February 2025

Team ID:

Project Name: Flight Booking System

Maximum Marks: 2 Marks

## 1. CUSTOMER SEGMENT(S)

Frequent travelers, business professionals, and tech-savvy users seeking a convenient and efficient way to book flights online.

## 2. JOBS-TO-BE-DONE / PROBLEMS

Customers need to find, compare, and book flights quickly and securely without the hassle of dealing with agents or waiting in queues.

## 3. TRIGGERS

Promotions or urgent travel needs, peer recommendations, ease of use, or discovering the service via ads or online reviews.

## 4. EMOTIONS: BEFORE / AFTER

Before: Frustrated, overwhelmed, uncertain.

After: Confident, relieved, in control.

## 5. AVAILABLE SOLUTIONS

Travel agencies, airline websites, mobile travel apps. Pros: Established systems. Cons: Limited flexibility, outdated UIs, hidden charges.

## 6. CUSTOMER CONSTRAINTS

Limited budget, lack of technical knowledge, poor internet access, time constraints.

## 7. BEHAVIOUR

Search for flight prices across multiple platforms, read reviews, compare timings and cost before booking.

## 8. CHANNELS of BEHAVIOUR

### 8.1 ONLINE

Flight search engines, social media ads, travel blogs, comparison sites.

### 8.2 OFFLINE

Word-of-mouth recommendations, print ads in newspapers or travel magazines.

## 9. PROBLEM ROOT CAUSE

Lack of a unified, user-friendly platform that combines search, comparison, and booking in one place with transparency.

## 10. YOUR SOLUTION

A modern web application built using React.js and Node.js that offers real-time flight search, secure booking, responsive design, and user-focused features to streamline the flight booking experience.

Problem-Solution fit canvas 2.0		Purpose / Vision	
Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> Who is your customer? i.e. working parents of 0-5 y.o. kids  This is your customer** Busy travelers, frequent flyers, families planning vacations, and business professionals who need to book flights efficiently.	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span> What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.  Budget limitations. - Lack of trust in online booking systems. - Poor internet connectivity. - Limited payment options.	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking  Direct booking through airline websites. - Traditional travel agencies. - Other online travel agencies (e.g., Expedia, Kayak).
	Focus on J&P, tap into BE, understand RC	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span> Which job-to-be-done (or problems) do you address for your customers? There could be more than one, explore different sides.  What job-to-be-done or problems do you address for your customers? - Quickly finding and booking flights. - Comparing prices and flight options. - Managing bookings (cancellations, rescheduling). - Ensuring a seamless travel experience.	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.  Fragmented information across platforms. - Lack of transparency in pricing. - Time-consuming booking processes
Identify strong TR & EM		<b>3. TRIGGERS</b> <span>TR</span> What triggers customers to act? i.e. negative customer reviews, compelling sales pitch.  Advertisements from airlines. - Recommendations from friends or colleagues.	<b>10. YOUR SOLUTION</b> <span>SL</span> If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.  Flight Booking System: - Aggregates flight options, provides real-time price comparisons, and offers a user-friendly interface for quick bookings. - Unique Features: - Secure payment gateway, 24/7 customer support, personalized recommendations.

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