

## Ideation Phase

### Define the Problem Statements

Date	25 June2025
Team ID	LTVIP2025TMID29043
Project Name	Cafeteria menu display
Maximum Marks	2 Marks

#### Customer Problem statement Template :

Here's a template and example for writing a Customer Problem Statement. It's typically used to clearly define a problem your product or service aims to solve, from the customer's point of view.

#### Customer Problem Statement Template

> [Customer Segment] is experiencing [specific problem] when trying to [goal/task they want to accomplish], because [reason causing the problem], which results in [negative impact or consequence].

#### CUSTOMER PROBLEM STATEMENT

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#### Customer Problem Statement Template

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Here's an example of a Customer Problem Statement for a cafeteria setting, based on your earlier request:

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#### Example – Cafeteria Menu Display Issue

> Cafeteria customers are experiencing difficulty in reading the digital menu displays when trying to decide on food items and prices, because the text is too small, poorly lit, or not clearly organized, which results in slow service, frustration, and incorrect orders.

#### Template Recap:

> [Customer group] are experiencing [problem] when trying to [goal], because [root cause], which results in [negative impact]