

## Ideation Phase

### Define the Problem Statements

Date	31 January 2025
Team ID	LTVIP2025TMID29043
Project Name	Cafeteria menu display
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.

<b>I am</b>	<small>Describe customer with 3-4 key characteristics - who are they?</small>	Describe the customer and their attributes here
<b>I'm trying to</b>	<small>List their outcome or "job" the care about - what are they trying to achieve?</small>	List the thing they are trying to achieve here
<b>but</b>	<small>Describe what problems or barriers stand in the way - what bothers them most?</small>	Describe the problems or barriers that get in the way here
<b>because</b>	<small>Enter the "root cause" of why the problem or barrier exists - what needs to be solved?</small>	Describe the reason the problems or barriers exist
<b>which makes me feel</b>	<small>Describe the emotions from the customer's point of view - how does it impact them emotionally?</small>	Describe the emotions the result from experiencing the problems or barriers

<small>I am</small> a traveler	<small>I'm trying to</small> book flights on my phone	<small>But</small> it takes a long time	<small>Because</small> The website is not responsive and doesn't have a mobile version	<small>which makes me feel</small> Frustrated
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Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	an <b>employee</b> in an organization	find out what meals are available in the cafeteria today or for the week	I often don't have access to updated menu information, or I have to rely on outdated PDFs or email announcements.	the current system is manual, inconsistent, and not accessible in real time.	<ul style="list-style-type: none"> <li>frustrated, confused about meal options, and less likely to use the cafeteria.</li> </ul>
PS-2	a <b>cafeteria administrator or manager</b> .	create, update, and publish menus in a timely and organized way.	the process is slow, prone to errors, and requires repetitive manual updates across different platforms.	we don't have a centralized portal to manage and publish menus effectively.	overwhelmed and inefficient, with less time to focus on food quality or employee engagement.