**Ideation Phase**

**Define the Problem Statements**

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| Date | 16 April 2025 |
| Team ID | SWTID1744825374 |
| Project Name | SB Food- food ordering app |
| Maximum Marks | 2 Marks |

**Customer Problem Statement Template:**

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| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | A college student or working professional who often works late or is too busy to cook. | Order food quickly and reliably during late hours without calling restaurants or manually browsing multiple food apps. | Most food delivery apps are expensive, not optimized for local eateries, or are unavailable late at night. | These platforms often charge high delivery fees, have complex UIs, or don’t cater to simple, fast food choices. | Frustrated, hungry, and distracted from my work or studies. |
| PS-2 | Frustrated, hungry, and distracted from my work or studies. | Get more orders from nearby customers without depending on big third-party apps. | Building an online ordering system from scratch is costly and time-consuming. | Existing platforms take high commissions or are not flexible for small businesses. | Left out of the digital revolution and at a disadvantage compared to larger restaurants |

These problem statements help define the need for a simple, scalable, and affordable web application like SB Foods, which bridges the gap between local eateries and their customers.