Project Design Phase

Problem – Solution Fit

Date	13 April 2025
Team ID	SWTID1743680479
Project Name	SB Foods - Food Ordering App
Maximum Marks	2 Marks

1. Customer segment
- Busy professionals and office-goers
- College students living away from home
- Working parents with little time to cook
- Elderly people needing convenience
- People ordering during late hours

6. Customer Constraints
- Limited budget
- Poor internet connection
- No delivery options in area
- Payment method issues (e.g., no UPI or card)
- Delay due to bad weather or traffic

5. Available Solutions
- Cooking at home
- Dining out at a restaurant
- Asking a friend/family to bring food
- Using meal subscription services
- Food delivery via other platforms

2. Problems
- Want to eat good food without cooking
- Craving specific cuisines not available at home
- No time or energy to prepare meals
- Need food delivered quickly and conveniently
- Hosting guests or planning a party

9. Problem Root Cause
- Lack of time or energy to cook
- Busy work/study schedules
- Desire for variety in food
- No cooking skills or ingredients at hand
- Urban lifestyle prioritizing convenience

7. Behavior
- Browsing menus and reviews online
- Comparing prices, deals, and delivery time
- Saving favorite dishes/ restaurants
- Checking ratings and delivery time estimates
- Reordering from past orders

3. Triggers
- Hunger while working or studying
- Seeing tempting food ads online
- Peer recommendations or social media posts
- Discounts and offers through push notifications

10. Your Solution
A seamless, user-friendly app that lets customers:
- Browse a wide variety of restaurants and cuisines
- Track their order in real-time
- Pay securely through multiple options
- Get rewards/discounts on regular usage
- Schedule orders and reorder easily

8. Channels of Behavior

8.1 ONLINE:
- Mobile app (primary platform)
- Website
- Social media for offers and feedback
- Email and push notifications

8.2 OFFLINE:
- Word of mouth recommendations
- Flyers or posters at college hostels, offices

4. Emotions: Before/After

Before: Hungry, tired, stressed, lazy, indecisive

After: Satisfied, relieved, comforted, content, pampered