

Ideation Phase

Define the Problem Statements

Date	13th April 2025
Team ID	SWTID1743680479
Project Name	MERN Stack Food Delivery App
Maximum Marks	2 Marks

Customer Problem Statement Template:

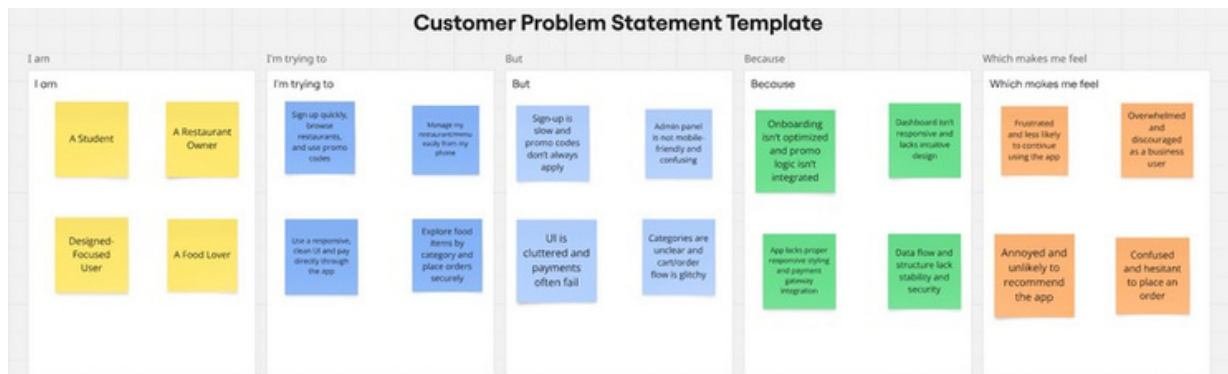
problem 1: How can we improve the user onboarding experience and restaurant discovery flow in our MERN stack food delivery application to ensure quicker sign-up and effective use of promo codes for first-time users?

problem 2: How can we simplify the admin interface and improve mobile usability for restaurant owners managing their listings and orders via the MERN stack platform?

problem 3: How can we enhance food item discovery and secure order placement in our MERN stack food delivery application to ensure a smooth and trustworthy experience?

problem 4: How can we deliver a clean, responsive interface and enable in-app payment features in the food delivery app built with MERN stack to match modern user expectations?

Customer Problem Statement Link: https://miro.com/app/board/uXjVIDeJ8H8=



Problem statement (PS)	I am (customer)	I'm Trying to	But	Because	Which makes me feel
PS 1	Priya (college student & frequent food at user)	Register quickly, browse restaurant and use promo codes	The registration takes time, restaurant aren't frilled well, and promo codes don't apply.	The system lacks smooth onboarding and integrated promology.	Frustrated and less likely to continue using the app.
PS2	Karan (a restaurant owner with limited tech skills)	Easily add my restaurant and menu, manage orders from phone	The admin panel is confusing and the mobile access is clunky.	The dashboard isn't optimized for small screens.	Overwhelmed and discouraged.
PS3	Neha (food lover)	Browse food by category	Categorization is poor, and ordering /cart is glitchy	The UI is under Develops and lacks proper data flow and secure handling.	Confused and less confident.
PS4	Aditiya (a design-aware user who wants fast access)	Use a clean interface and pay quickly within the app.	UI is cluttering, not responsive and payments often fail	The app isn't built with responsive design.	Annoyed and unmotivated to use.