

## Ideation Phase

### Define the Problem Statements

Date	24 June 2025
Team ID	LTVIP2025TMID59612
Project Name	SB Foods - On-Demand Food Ordering Platform
Maximum Marks	2 Marks

#### Customer Problem Statement Template:

The **Customer Problem Statement** is a foundational step in understanding the user's perspective and identifying their key pain points. This document captures the specific challenges users face in real-world scenarios and sets the direction for building meaningful and user-centric solutions. It enables the team to empathize with users, validate assumptions, and ensure the solution we build directly addresses their needs.

#### Step-by-Step Approach:

##### 1. Who is the Customer?

The primary customers are:

- **Late-night working professionals**
- **College students**
- **Hostel residents**
- **Anyone who requires food delivery during unconventional hours**

These individuals face hunger-related inconvenience due to the unavailability of nearby restaurants or lack of reliable food ordering systems during late hours.

##### 2. What is the Problem They're Facing?

- Most food delivery platforms have limited availability post 11 PM.
- Local restaurants may operate during late hours, but there's no centralized platform to list them.
- Customers experience:
  - **Frustration** from unresponsive platforms.
  - **Lack of clarity** about delivery times and availability.
  - **Inconvenience** due to outdated menus or inconsistent service.
- There's a **gap between demand and accessible service** during these odd hours.

##### 3. What Do They Want to Achieve?

Customers want to:

- Easily discover restaurants that are open during late hours.

- Get reliable food delivery quickly and without complications.
- Track their orders in real time.
- Have confidence in the food ordering system's reliability and accuracy.
- Enjoy a smooth, frustration-free ordering experience regardless of the time of day.

#### 4. Customer Problem Statement

**"As a late-night customer, I want a reliable platform where I can explore available restaurants, place food orders seamlessly, and receive my order quickly — even during non-standard hours — so that I can focus on my work or rest without worrying about food availability."**

This problem statement is based on:

- Real-world behavior patterns observed among college students and late-night professionals.
- Feedback from informal interviews with peers and social media polls.

#### 5. Implications of Not Solving the Problem

If not addressed:

- Users will continue relying on inconsistent sources or physically going out at odd hours.
- Missed market opportunity for local restaurants wanting to serve at night.
- User dissatisfaction and continued frustration.
- No competitive differentiation in the food delivery space.

#### 6. What Will Success Look Like?

Success will be achieved when:

- Users can reliably order food during late hours via a seamless digital experience.
- Restaurants can receive and manage night-time orders with clarity and ease.
- Admins can monitor and regulate platform activity without friction.
- The system is scalable to include more local vendors and features such as discounts, delivery tracking, and customer feedback.

#### Summary

Key Component	Description
Customer	Late-night users (students, professionals)
Pain Point	Difficulty in finding and ordering food during unconventional hours
Needs	A reliable, responsive, and seamless food ordering solution

<b>Solution Vision</b>	A full-stack web platform for discovering, ordering, and tracking food late at night
<b>Outcome of Solving</b>	Increased user satisfaction, local business empowerment, market disruption

Reference: <https://miro.com/templates/customer-problem-statement/>

**Example:**

<b>Problem Statement (PS)</b>	<b>I am (Customer)</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
<b>PS-1</b>	A college student working late at night	Order food without leaving my study/work environment	Most apps don't show available restaurants after midnight	Their delivery partners/logistics go offline and night eateries aren't listed	Frustrated, hungry, and distracted from work
<b>PS-2</b>	A hostel resident with limited options	Get a hot meal delivered quickly	Nearby restaurants are open, but not listed on food delivery apps	There's no centralized system for night-time food delivery coordination	Helpless, ignored, and unsatisfied with service

**Explanation:**

- These two problem statements reflect **emotional frustration, behavioral friction, and missed opportunities**, which make a strong case for why **SB Foods** is a much-needed solution.
- By framing the pain in a **user-first, empathetic tone**, it allows teams to prioritize features that bring **relief, convenience, and delight** to users.