**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| 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  + **Inconvenience** due to outdated menus or inconsistent service.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**

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

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

**Example:**

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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 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 |
| **PS-2** | 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.