Ideation Phase
Define the Problem Statements

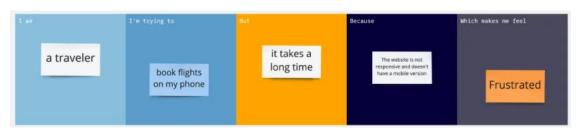|	
Date	6th July, 2024
Team ID	SWTID1720126010
Project Name	SBFoods – Food Delivery
Maximum Marks	3 Marks

Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

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

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a busy professional	quickly order a healthy dinner	the food delivery app has	the app prioritizes popular fast-	frustrated and worried about my health

	who often works late	after a long day	limited healthy options and takes a long time to deliver	food restaurants over healthier choices and has inefficient delivery routes	
PS-2	a parent with young children	find affordable family meals that my kids will enjoy	the app has confusing menus and high prices for kid-friendly meals	the app doesn't offer clear family meal deals or discounts, and the descriptions are not kid-friendly	overwhelmed and stressed about the cost and effort of ordering food