

Ideation Phase

Define the Problem Statements

Date	6 th 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.

I am	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - what bothers them most?	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - how does it impact them emotionally?	Describe the emotions the result from experiencing the problems or barriers

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

Example:

I am	I'm trying to	But	Because	Which makes me feel
a traveler	book flights on my phone	it takes a long time	The website is not responsive and doesn't have a mobile version	Frustrated

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