

Ideation Phase

Define the Problem Statements

Date	19-02-2026
Team ID	LTVIP2026TMIDS66321
Project Name	Cafeteria Menu Display
Maximum Marks	2 Marks

Customer Problem Statement :

In many cafeterias, menu information is currently displayed using static printed boards or verbal communication from staff. These methods make it difficult to update menu items, prices, availability, and special offers in real time. As a result, customers often face confusion, long waiting times, and incorrect order placement. Cafeteria staff also spend extra effort repeatedly explaining menu details, leading to inefficiency and reduced customer satisfaction.

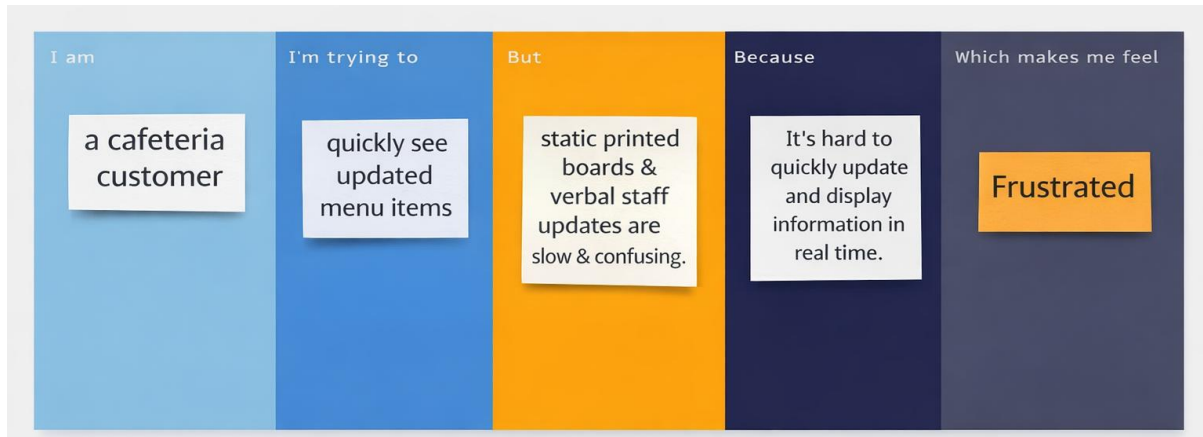
There is a need for a **digital cafeteria menu display system** that can dynamically show updated menu items, prices, availability status, daily specials, and announcements in a clear and attractive manner. The system should be easy to update, cost-effective, and capable of improving customer experience while reducing staff workload and operational errors.

I am	A cafeteria customer who wants to easily see and choose menu items
I'm trying to	Quickly find menu items, prices, and any special offers
	Static printed boards and verbal staff communication make it hard to get accurate, up-to-date information.
but	Menu updates are slow, confusing, and not displayed clearly.
because	Menu updates are slow, confusing, and not displayed clearly.
which makes me feel	Confused, frustrated, and stressed as I wait and struggle to order correctly.



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 student	Quickly decide what to have for lunch	Menu is available only on a static, hard to read board far from the counter	I have limited time during my break and can't easily see all options or nutritional info	Frustrated and rushed
PS-2	A cafeteria staff member	Update the daily specials and prices efficiently	I have to manually print and replace the paper signs every morning	It is time-consuming, wasteful, and prone to errors	Stressed and inefficient