Ideation Phase
Define the Problem Statements

Date	16 June 2025
Team ID	LTVIP2025TMID59338
Project Name	OrderOnTheGo: Your On-Demand Food Ordering Solution
Maximum Marks	2 Marks

Customer Problem Statement Template:

Many customers today face frustration when ordering food online due to slow interfaces, confusing menus, lack of real-time updates, and limited restaurant options. They often struggle to find nearby restaurants that suit their taste, apply discounts easily, or complete an order without unnecessary steps. Customers expect a smooth, fast, and intuitive experience that allows them to explore food options, customize their orders, and receive accurate order updates. A platform that eliminates these pain points and makes the entire food ordering journey enjoyable and efficient is highly needed.

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A hungry student or working person looking for a quick meal	Find and order food from nearby restaurants easily	Many apps are confusing and slow, with too many steps	They lack intuitive design and real-time updates	Frustrated, impatient, and likely to abandon the order

PS-2	A user who regularly orders food online	Explore restaurant options, check offers, and place an order smoothly	Offers aren't visible clearly and restaurant info is outdated	The platform doesn't prioritize clarity and updated data	Disappointed and less likely to return to the platform