

Ideation Phase

Define the Problem Statement

Date	24-06-2025
Team ID	LTVIP2025TMID55113
Project Name	OrderOnTheGo: Your On-Demand Food Ordering Solution
Maximum Marks	2 Marks

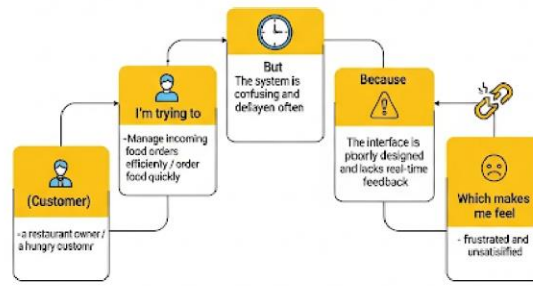
Define the Problem Statements

A well-crafted problem statement is essential for developing a solution that addresses real customer pain points. In the context of our project, OrderOnTheGo, it helps define how both customers and restaurant owners interact with the food ordering process. This allows us to develop features that truly solve usability, communication, and efficiency issues.

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

Customer Problem Statement Visual:

Customer Problem Statement – Food Ordering & Restaurant Management



Problem

Lack of an intuitive, real-time, and user-user-friendly platform for customers and restaurant owners

Examples

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel	Filters/Issues
PS-1	a restaurant manager	handle orders and kitchen sync in	there is delay in updates reaching the	the system doesn't sync properly	frustrated and disorganized	kitchen order display integration

		real-time	kitchen			
PS-2	a user ordering lunch on the go	find quick, nearby food options	the app is slow and confusing	menus are cluttered and search doesn't work	annoyed and hungry	performance, search UX