

## Project Design Phase

### Problem – Solution Fit Template

Date	15 April 2025
Team ID	
Project Name	SB Foods - Food Ordering App
Maximum Marks	2 Marks

#### Problem – Solution Fit:

<p><b>1. CUSTOMER SEGMENT(S)</b></p> <p>Hungry students</p> <p>People looking for a fast, convenient meal delivery option</p>	<p><b>5. CUSTOMER CONSTRAINTS</b></p> <ul style="list-style-type: none"> <li>Limited budget for meals</li> <li>Time constraints from academic schedules</li> <li>Limited patience for lengthy ordering processes</li> </ul>	<p><b>5. AVAILABLE SOLUTIONS</b></p> <ul style="list-style-type: none"> <li>Other food delivery apps (Uber Eats, DoorDash, etc.)</li> <li>Takeout options from local restaurants</li> <li>Campus dining facilities</li> </ul>
<p><b>2. JOBS-TO-BE-DONE / PROBLEMS</b></p> <p>Need to order meals quickly between classes or study sessions</p> <ul style="list-style-type: none"> <li>Frustrated with limited variety or poor ordering experience</li> </ul>	<p><b>6. CUSTOMER ROOT CAUSE</b></p> <ul style="list-style-type: none"> <li>Current menus are poorly organized</li> <li>Overwhelming information leading to Indecision and errors</li> </ul>	<p><b>7. BEHAVIOUR</b></p> <ul style="list-style-type: none"> <li>Users abandon carts or exit site if they are frustrated</li> <li>They tend to favor simple, easy-to-use interfaces</li> </ul>
<p><b>4. EMOTIONS: BEFORE / AFTER</b></p> <p>Before: Hungry, frustrated and rushed with complex ordering process</p> <p>After: Students feel relieved and at ease with simplified.</p>	<p><b>9. YOUR SOLUTION</b></p> <ul style="list-style-type: none"> <li>SB Foods displays menus in a clear, organized manner with categories and highlights</li> <li>Search, filtering, and sorting functions aid quick navigation</li> </ul>	<p><b>10. CHANNELS &amp; BEHAVIOUR</b></p> <ul style="list-style-type: none"> <li>Website as the main platform, potential mobile app extension</li> <li>Social media marketing and experiments for initial user engagement</li> </ul>