

## Ideation Phase

### Define the Problem Statements

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

#### Customer Problem Statement:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
<b>PS-1</b>	a food lover who wants to quickly find and order my favorite dishes online	easily browse menus, filter by cuisine, and place an order without hassle	the website is cluttered, menus are hard to navigate, and filtering options are confusing	there are too many categories, inconsistent menu layouts, and limited sorting/filtering features	frustrated, overwhelmed, and less likely to complete my order
<b>PS-2</b>	an administrator responsible for managing restaurants, customers, and orders	efficiently update restaurant listings, manage user accounts, and monitor orders in real time	the admin panel is not centralized, and updating information is time-consuming	there are multiple disconnected modules and no unified dashboard	stressed, inefficient, and worried about errors or delays
<b>PS-3</b>	a restaurant partner who wants to manage my menu and process orders quickly	update menu items, change prices, and respond to orders in real time	the system is slow to update, and order notifications are delayed	the interface is not intuitive, and there is no real-time order management	powerless, anxious about missing orders, and dissatisfied with the platform

I am

a hungry  
student

But

the menu  
is confusing

But

the website is  
cluttered and  
hard to navigate

Which makes me feel

**Annoyed**