Ideation Phase

Define the Problem Statements

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| Date | 22 June 2024 |
| Team ID | PNT2022TMIDxxxxxx |
| Project Name |  |
| Maximum Marks | 3 Marks |

Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you’ll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

Graphical user interface, text, application, email

Description automatically generated

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

Example:

Chart, treemap chart

Description automatically generated

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| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | Busy Professionals |  Frequently orders meals during lunch breaks or after work.   Values quick and efficient service with minimal hassle.   Prefers ordering from a variety of restaurants.   Often orders on weekdays, particularly during busy workdays. |  Reliable and fast delivery service.   High-quality food options that cater to a sophisticated palate.   Easy-to-use app interface for quick and seamless ordering.   Options for both healthy and indulgent meals. |  Limited time to cook or go out for meals.   Desire for healthy options that fit a busy lifestyle.   Frustration with long delivery times or inaccurate orders. | Browsing and Ordering  Problem: Limited time to find desired meals quickly.  Barrier: Complicated app interface or lack of filtering options.  Waiting for Delivery  Problem: Uncertainty about delivery time and status.  Barrier: Inaccurate or no real-time tracking information. |
| PS-2 | **Families and Parents** |  Orders food for family meals, especially during busy evenings or weekends.   Looks for family-sized portions and kid-friendly options.   Utilizes promotions and discounts to save on food costs.   Prefers reliable service with the ability to customize orders for family members. |  Diverse menu options that cater to different tastes and dietary needs.   Cost-effective meal bundles or deals.   Reliable delivery that ensures food arrives hot and on time.   Clear communication about allergens and nutritional information. | Coordinating meal preferences for all family members.   Managing food costs while providing a variety of meals.   Ensuring food quality and accuracy in large orders. | Browsing and Ordering  Problem: Managing multiple preferences and dietary needs.  Barrier: Limited menu options or poor categorization.  Waiting for Delivery  Problem: Long delivery times.  Barrier: High demand during peak hours or insufficient delivery staff. |
| PS3 | College Students |  Frequently orders late-night snacks and meals.   Prefers affordable and convenient food options.   Enjoys trying new and trendy food items.   Uses the app during study sessions, social gatherings, and late-night cravings. |  Budget-friendly meals and frequent discounts.   Convenience and speed of delivery.   Variety in menu options, including fast food and international cuisine.   Easy payment options, including mobile wallets and student discounts. |  Limited budget for food spending.   Cravings for quick and easy meal solutions during study sessions or social gatherings.   Frustration with app crashes or poor delivery service. | Browsing and Ordering  Problem: Choosing affordable yet appealing options.  Barrier: Limited budget and overwhelming choices.  Waiting for Delivery  Problem: Longer than expected wait times.  Barrier: High demand during late hours or promotional events. |
| PS4 | **Tech-Savvy Millennials** |  Frequently orders meals through apps and prefers contactless delivery.   Values sustainability and eco-friendly options.   Engages with app features like real-time tracking, reviews, and personalized recommendations.   Often shares experiences on social media and reviews. |  Seamless app experience with intuitive navigation.   Access to a wide range of cuisine options, including healthy and sustainable choices.   Features that enhance convenience, like scheduled deliveries and detailed order customization.   Transparent information about food sourcing and eco-friendly practices. |  Frustration with app glitches or poor user experience.   Desire for transparency in food sourcing and eco-friendly practices.   Need for personalization in recommendations and offers. | Browsing and Ordering  Problem: Poor app performance or lack of intuitive features.  Barrier: App glitches or outdated interface.  Waiting for Delivery  Problem: Lack of transparency in delivery status.  Barrier: Inadequate tracking and communication features. |