**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 18-06-2025 |
| Team ID | LTVIP2025TMID53265 |
| Project Name | OrderOnTheGo |
| Maximum Marks | 2 Marks |

**Customer Problem Statement Template:**

To define the core problems customers face while ordering food online and use those insights to guide the development of Order on the Go.

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

**Problem Statements (PS)**

PS-1 I am busy office employees, I'm trying to quickly order healthy meals during lunch breaks, but food delivery apps have long wait times and confusing options, which makes me feel frustrated and stressed about delays.

PS-2 I am college students, I'm trying to find affordable meal options nearby, but most restaurants have high delivery charges and minimum order requirements, which makes me feel limited and

dissatisfied.

PS-3 I am frequent travelers, I'm trying to order food while on the move, but location-based services fail to update menus in real-time, which makes me feel inconvenienced and disappointed.