Ideation Phase

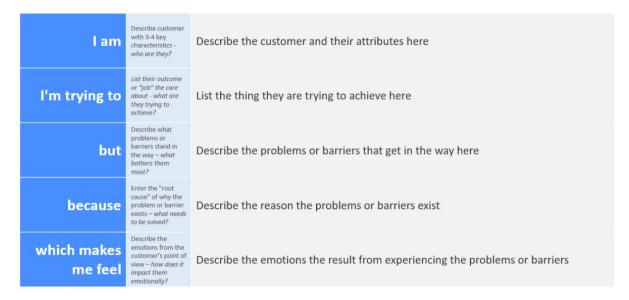
Define the Problem Statements

Date	31 January 2025
Team ID	LTVIP2025TMID46568
Project Name	OrderOnTheGo: Your On-Demand Food Ordering Solution
Maximum Marks	2 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.



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

Example:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a working professional	find healthy meals	I don't have time to cook daily	my work schedule is too demanding	frustrated and unhealthy
PS-2	a college student	manage my finances	I don't understand budgeting tools	they are too complex and time-consuming	anxious and overwhelmed