**Ideation Phase**

**Define the Problem Statements**

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| Date | 26 June 2025 |
| Team ID | LTVIP2025TMID59601 |
| Project Name | OrderOnTheGo: Your On-Demand Food Ordering Solution |
| Maximum Marks | 2 Marks |

**Customer Problem Statement Template:**

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| --- | --- | --- | --- | --- | --- |
| **Problem**  **Statement (PS)** | **I am**  **(Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | A busy individual or family member | Order food conveniently from local restaurants | Existing options are limited, or ordering processes are cumbersome and slow. | There isn't a centralized, user-friendly platform with diverse restaurant choices. | Frustrated and hungry |
| PS-2 | A restaurant owner struggling with outreach | Expand my customer base and streamline order management | Managing online orders manually is inefficient, and reaching new customers is difficult. | There's no integrated system to showcase my menu and automate order processing. | Overwhelmed and losing potential business |

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.

