Ideation Phase
Define the Problem Statements

Date	16 June 2025
Team ID	LTVIP2025TMID55576
Project Name	OrderOnTheGo
Maximum Marks	2 Marks

Customer Problem Statement Template:

To define the core problems faced by users and restaurant owners in local food ordering scenarios, and use those insights to guide the development of *OrderOnTheGo*.

Link : https://miro.com/app/board/uXjVIj4I_7c=/?share_link_id=867770432634

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

Problem Statement	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	**I am** a college student/ new visitor to town who frequently orders food	find nearby restaurants with good food	there is no dedicated platform for local options	big food delivery apps don't support smaller towns/ restaurants	left out, with limited choices
PS-2	a restaurant owner in a local area	reach more customers and manage online orders	I don't have access to any digital ordering system	most platforms are expensive or don't onboard small vendors	helpless and digitally excluded