

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*.

The image displays two identical Customer Problem Statement templates arranged vertically. Each template is a horizontal sequence of five boxes connected by arrows, representing a flow from 'I am' to 'Which makes me feel...'. The boxes are color-coded: yellow for 'I am', blue for 'I'm trying to', light blue for 'But', green for 'Because', and orange for 'Which makes me feel...'. The top template is for a customer, and the bottom template is for a restaurant owner. Both templates contain the same text, which is summarized in the table below.

Customer Problem Statement	Restaurant Owner Problem Statement
I am I am a college student/ new visitor to town who frequently orders food online.	I am I am a small restaurant owner in a college town.
I'm trying to I'm trying to find nearby restaurants and order food quickly.	I'm trying to I'm trying to grow my business by accepting online orders.
But But there are no local platforms that show nearby eateries clearly.	But But I don't have access to affordable digital ordering platforms.
Because Because most food delivery apps only feature well-known restaurants or aren't available in my town.	Because Because most apps charge high commissions or don't support small vendors.
Which makes me feel Which makes me feel left out and frustrated with limited dining options.	Which makes me feel Which makes me feel digitally excluded and unable to reach more customers.

Link : https://miro.com/app/board/uXjVlj4l_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 restaurants	helpless and digitally excluded