Ideation Phase
Define the Problem Statements

Date	16 June 2025
Team ID	LTVIP2025TMID53112
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 (PS)	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 online.	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