

Ideation Phase

Define the Problem Statements

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| Date | 16 June 2025 |
| Team ID | LTVIP2025TMID24694 |
| 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*.

Customer Problem Statement

| I am | I'm trying to | But | Because | Which makes me f... |
|--|---|---|---|--|
| <div style="border: 1px solid #ccc; padding: 10px; background-color: #fff9c4; text-align: center;"> I am a college student/ new visitor to town who frequently orders food online. </div> | <div style="border: 1px solid #ccc; padding: 10px; background-color: #bbdefb; text-align: center;"> I'm trying to find nearby restaurants and order food quickly. </div> | <div style="border: 1px solid #ccc; padding: 10px; background-color: #bbdefb; text-align: center;"> But there are no local platforms that show nearby eateries clearly. </div> | <div style="border: 1px solid #ccc; padding: 10px; background-color: #c8e6c9; text-align: center;"> Because most food delivery apps only feature well-known restaurants or aren't available in my town. </div> | <div style="border: 1px solid #ccc; padding: 10px; background-color: #ffe0b2; text-align: center;"> Which makes me feel left out and frustrated with limited dining options. </div> |

Restaurant Owner Problem Statement

| I am | I'm trying to | But | Because | Which makes me f... |
|--|--|---|---|--|
| <div style="border: 1px solid #ccc; padding: 10px; background-color: #fff9c4; text-align: center;"> I am a small restaurant owner in a college town. </div> | <div style="border: 1px solid #ccc; padding: 10px; background-color: #bbdefb; text-align: center;"> I'm trying to grow my business by accepting online orders. </div> | <div style="border: 1px solid #ccc; padding: 10px; background-color: #bbdefb; text-align: center;"> But I don't have access to affordable digital ordering platforms. </div> | <div style="border: 1px solid #ccc; padding: 10px; background-color: #c8e6c9; text-align: center;"> Because most apps charge high commissions or don't support small vendors. </div> | <div style="border: 1px solid #ccc; padding: 10px; background-color: #ffe0b2; text-align: center;"> Which makes me feel digitally excluded and unable to reach more customers. </div> |

Link : https://miro.com/app/board/uXjVlj4l7c=/?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 |