**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 31 January 2025 |
| Team ID | LTVIP2025TMID56012 |
| Project Name | ORDERING ON THE GO:YOUR ON-DEMAND FOOD ORDERING SOLUTION |
| Maximum Marks | 2 Marks |

**Customer Problem Statement Template:**

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.

Graphical user interface, text, application, email

Description automatically generated

**Example:**

Chart, treemap chart

Description automatically generated

| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| --- | --- | --- | --- | --- | --- |
| **PS-1** | **a regular online shopper** | **find and buy products quickly** | **the platform is confusing and cluttered** | **it lacks proper filters and product organization** | **frustrated and less likely to purchase** |
| **PS-2** | **a first-time user** | **create an account and explore the products** | **the sign-up/login process is complicated** | **it doesn't guide me clearly or show helpful error messages** | **confused and discouraged** |