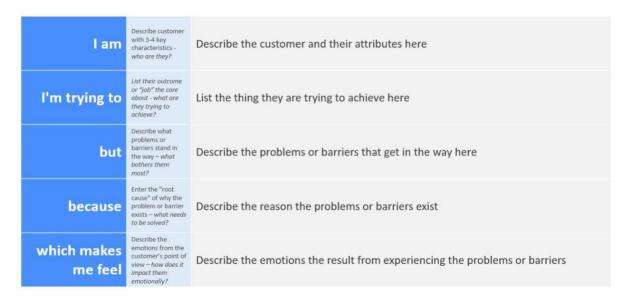
Ideation Phase Define the Problem Statements

Date	31 January 2025
Team ID	LTVIP2025TMID49907
Project Name	Order 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.



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

Example:



Problem	I am	I'm trying to	But	Because	Which makes me feel
Statement (PS)	(Customer)				
PS-1	A Hungry	Order Dinner	It takes Too	The App Doesn't	Frustrated And Tired
	Student	Quickly	Long To Find	Have Good Filters	
			Healthy	For Dietary Needs	
			Options	-	
PS-2	A Vegan Diner	Find a Restaturant	Most Places	Menus aren't	Disappointed And Left Out
		Nearby	Don't Have	Clearly Labeled	
			Vegan	Or Searchable	
			Options	Online	