Ideation Phase
Defining the Problem Statement

Date	31 January 2025
Team ID	LTVIP2026TMIDS86089
Project Name	Order On The Go: Your On-Demand Food Ordering Solution
Maximum Marks	2 Marks

Problem Statement:

Late-night cravings, convenience, and efficiency in food ordering.

Lisa, a college student working late, realizes she skipped dinner. Too tired to cook or go out, she opens the Food Ordering App. Browsing the late-night delivery section, she finds her favourite diner and orders chicken noodle soup with garlic bread. After confirming her details and payment, she places the order. Minutes later, she receives a notification with the delivery time. Soon, the hot meal arrives at her doorstep, letting her continue studying with comfort and ease.

In today's fast-paced lifestyle, individuals often face situations where food is needed urgently but traditional options are inconvenient. For example, college students working late into the night may struggle to find accessible meals when most eateries are closed. Cooking at home interrupts productivity, and going out at odd hours is often impractical or unsafe.

Lisa's scenario illustrates this challenge: despite her hunger during a midnight study session, she lacks the time, energy, and safe options to satisfy her craving. This highlights a broader problem — the absence of a seamless, reliable, and user-friendly solution for ordering food during unconventional hours.

Need for Solution: A digital food ordering platform is required to bridge this gap by offering:

- Easy access to late-night delivery options.
- Transparent information about dishes (reviews, pricing, promotions).
- A quick, hassle-free ordering process with instant confirmation.

Such a solution ensures convenience, safety, and satisfaction for users like Lisa, while also empowering restaurants to serve customers beyond traditional hours.