

Project Design Phase
Problem – Solution

Date	15 February 2025
Team ID	LTVIP2026TMIDS86089
Project Name	Order On The Go: Your On-Demand Food Ordering Solution
Maximum Marks	2 Marks

Problem

- Many students, professionals, and families face hunger during unconventional hours (late nights, busy workdays).
- Cooking or going out is inconvenient, time-consuming, or unsafe.
- Existing food ordering solutions often lack transparency (dish details, reviews, promotions) and seamless checkout.
- Restaurants struggle to manage orders efficiently and reach customers during off-peak times.

Customer Segment

- **Primary Users:** College students, working professionals, families seeking convenience.
- **Secondary Users:** Restaurants and food vendors needing digital visibility and efficient order management.

Customer Behavior

- Users want quick, reliable food delivery without disrupting their workflow.
- They need clear information about dishes, pricing, and reviews before ordering.
- They expect secure payments and instant confirmation.
- Restaurants want dashboards to manage products, track orders, and monitor customer activity.

Solution

- **SB Foods Web App** provides a user-friendly interface for browsing menus, reading reviews, and ordering food.
- **Features:**
 - Comprehensive product catalog with descriptions, reviews, and promotions.
 - Secure checkout with multiple payment options.
 - Instant order confirmation and tracking.
 - Restaurant dashboard for product management and sales monitoring.

Fit

- The solution directly addresses Lisa's late-night craving scenario (problem) by offering a seamless ordering process (solution).
- It taps into existing customer behavior (mobile/web app usage, preference for convenience).

- It builds trust by solving frequent annoyances (unclear menus, slow checkout, lack of transparency).
- Restaurants benefit from increased touch-points and efficient management tools.

Purpose Alignment

- Solves complex problems in a way that matches customer needs.
- Increases adoption by leveraging familiar digital channels (web/mobile).
- Sharpens communication with clear triggers (late-night cravings, convenience).
- Builds trust through transparency and reliability.