**Project Design Phase**

**Problem – Solution Fit**

| Date | 26-05-2025 |
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| Team ID | LTVIP2025TMID58389 |
| Project Name | Order on the go |
| Maximum Marks | 2 Marks |

**Problem – Solution Fit Overview:**

The Problem–Solution Fit for SB Foods ensures the platform directly addresses key challenges in online food ordering for both customers and restaurants. It focuses on validating user needs before scaling further.

**Purpose:**

* Simplify and enhance the food ordering experience through a digital, intuitive platform.
* Empower users with complete information for confident food choices.
* Eliminate bottlenecks in the ordering process, reducing queues and wait times.
* Support restaurants with efficient order tracking and improved customer communication.
* Drive customer satisfaction and loyalty through transparency, speed, and reliability.

### **Problem Statement:**

**Customers and food establishments face several challenges in the online food ordering experience, including:**

* Cluttered and confusing platforms that make discovering and ordering food frustrating.
* Lack of detailed information about dishes, prices, offers, and reviews leading to poor decision-making.
* Lengthy and complicated ordering processes, causing delays and customer drop-off.
* Limited personalization in meal discovery, which affects user satisfaction.
* Restaurants struggle with order management, timely updates, and customer communication.

### **Solution:**

**SB Foods provides a seamless and efficient digital food ordering platform through:**

* A user-friendly web interface for quick and easy food exploration and ordering.
* Detailed dish information, including descriptions, prices, reviews, and current promotions for informed decision-making.
* A streamlined ordering process that captures user details, delivery address, and payment method in a few simple steps.
* Instant order confirmation and status tracking to improve transparency and trust.
* Smart recommendation engine based on user preferences and order history.
* Efficient backend for restaurants to manage orders, update menus, and communicate with customers.