

## Ideation Phase

### Define the Problem Statements

Date	20 February 2026
Team ID	LTVIP2026TMIDS41611
Project Name	OrderOnTheGo: Your On-Demand Food Ordering Solution
Maximum Marks	2 Marks

#### Customer Problem Statement Template:

The diagram illustrates a customer problem statement template using five colored boxes arranged horizontally. Each box contains a specific part of the statement:

- I am** (light blue box): a busy professional
- I'm trying to** (medium blue box): order food late at night
- But** (orange box): existing platforms lack real-time updates
- Because** (dark blue box): I'm unsure about delivery time and hidden costs
- Which makes me feel** (dark blue box): Frustrated

<b>Problem Statement (PS)</b>	<b>I am (Customer)</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
PS-1	A busy working professional	Order food quickly after work	I struggle to find reliable restaurants open late at night	Many platforms don't clearly show availability or delivery time	Frustrated and tired
PS-2	A hungry college student	Get affordable food delivered fast	I can't easily compare prices and delivery times	Some apps hide extra charges until checkout	Confused and disappointed
PS-3	A regular food customer	Reorder my favorite meals easily	I have to search again every time	Previous orders are not clearly saved or accessible	Annoyed and inconvenienced
PS-4	A restaurant owner	Manage my menu and orders efficiently	I don't have a simple dashboard to update items or track revenue	Existing systems are complex and not user-friendly	Overwhelmed and stressed
PS-5	A customer placing an online order	Pay securely and confidently	I worry about payment failures or fraud	Not all platforms provide clear payment verification	Anxious and uncertain
PS-6	A food delivery customer	Track my order in real time	I don't know the exact delivery status	Some systems don't update order progress properly	Impatient and worried