

## Ideation Phase

### Define the Problem Statements

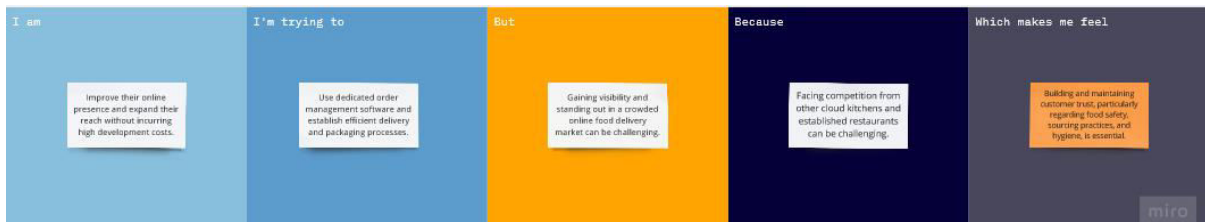
Date	02 November 2023
Team ID	NM2023TMID04498
Project Name	Website creation using canva
Maximum Marks	2 Marks

#### 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.

CHALLENGES	DESCRIPTION	SOLUTIONS
Online Visibility	Many cloud kitchens struggle with online visibility, making it difficult for potential customers to discover and order from their virtual restaurants among the numerous dining options available.	Many cloud kitchens struggle with online visibility, making it difficult for potential customers to discover and order from their virtual restaurants among the numerous dining options available.
Menu Management	Managing a diverse and dynamic menu can be complex, with the need for real-time updates, high-quality imagery, and detailed descriptions for each dish.	Implement a flexible menu management system that allows for real-time updates, high-quality imagery, and detailed dish descriptions.
Order Fulfillment?	Efficiently managing order fulfillment, including order processing, packaging, and timely delivery or pickup, is a critical concern.	Streamline the order fulfillment process, from order receipt to packaging and delivery or pickup, to ensure timely and accurate service.
Customer Experience	Providing customers with a seamless and engaging ordering experience, including user-friendly interfaces and personalized recommendations, is essential.	Create a website that offers a user-friendly interface, personalized ordering options, and an enjoyable customer journey from order to delivery.
Kitchen Efficiency	Ensuring the smooth and organized functioning of the kitchen, optimizing staff allocation, and minimizing order preparation times are key operational challenges.	Optimize kitchen operations by improving staff allocation, order preparation, and resource management to enhance overall efficiency.



<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	Improve their online presence and expand their reach without incurring high development costs.	Use dedicated order management software and establish efficient delivery and packaging processes.	Gaining visibility and standing out in a crowded online food delivery market can be challenging.	Facing competition from other cloud kitchens and established restaurants can be challenging.	Building and maintaining customer trust, particularly regarding food safety, sourcing practices, and hygiene, is essential.