

Ideation Phase

Define the Problem Statements

Date	18 th June 2025
Team ID	LTVIP2025TMID52981
Project Name	Orderonthego
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Maximum Marks	2 Marks

Customer Problem Statement Template:

To define the core problems freelancers face while searching for jobs online, and use those insights to guide the development of Freelance Finder.

Customer Problem Statement Template

I am

I'm trying to

But

Because

Which makes me feel

A food enthusiast seeking hassle-free online food ordering

Order my favorite dishes smoothly and efficiently with minimal effort.

Food platforms often have limited options or confusing interfaces.

These systems are not designed for around the clock convenience.

Annoyed, restricted and unfulfilled by the lack of flexibility.

PS ID	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS- 1	a busy professional with limited time	order food quickly without long wait times or hassle	most food delivery apps don't show real-time delivery status or accurate restaurant availability	their systems are outdated or fragmented	frustrated and hungry while waiting

PS- 2	a local restaurant owner	manage incoming orders efficiently and reduce cancellations	my current order management is manual or not integrated with delivery platforms	I can't afford or understand complex restaurant software	stressed and overwhelmed despite working hard
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