

Ideation Phase

Define the Problem Statements

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|---------------|---------------------|
| Date | 15 FEB 2026 |
| Team ID | LTVIP2026TMIDS47541 |
| Project Name | OrderOnTheGo |
| Maximum Marks | 2 Marks |

Customer Problem Statement Template:

To define the core problems faced by users and restaurant owners in local food ordering scenarios, and use those insights to guide the development of *OrderOnTheGo*.

| Customer Problem Statement | | | | |
|---|---|---|---|--|
| I am | I'm trying to | But | Because | Which makes me f... |
| <div>I am</div> <div>I am a college student/ new visitor to town who frequently orders food online.</div> | <div>I'm trying to</div> <div>I'm trying to find nearby restaurants and order food quickly.</div> | <div>But</div> <div>But there are no local platforms that show nearby eateries clearly.</div> | <div>Because</div> <div>Because most food delivery apps only feature well-known restaurants or aren't available in my town.</div> | <div>Which makes me feel</div> <div>Which makes me feel left out and frustrated with limited dining options.</div> |

| Restaurant Owner Problem Statement | | | | |
|---|--|---|---|--|
| I am | I'm trying to | But | Because | Which makes me f... |
| <div>I am</div> <div>I am a small restaurant owner in a college town.</div> | <div>I'm trying to</div> <div>I'm trying to grow my business by accepting online orders.</div> | <div>But</div> <div>But I don't have access to affordable digital ordering platforms.</div> | <div>Because</div> <div>Because most apps charge high commissions or don't support small vendors.</div> | <div>Which makes me feel</div> <div>Which makes me feel digitally excluded and unable to reach more customers.</div> |

| Problem Statement (PS) | I am (Customer) | I'm trying to | But | Because | Which makes me feel |
|-------------------------------|---|---|--|--|---------------------------------|
| PS-1 | I am a college student/new visitor to town who frequently orders food online. | find nearby restaurants with good food | there is no dedicated platform for local options | big food delivery apps don't support smaller towns/restaurants | left out, with limited choices |
| PS-2 | a restaurant owner in a local area | reach more customers and manage online orders | I don't have access to any digital ordering system | most platforms are expensive or don't onboard small vendors | helpless and digitally excluded |