

# IDEATION PHASE

DATE		
TEAM ID	LTVIP2025TMID30840	
PROJECT NAME	Cafeteria menu display	

## Problem Statement:

A common problem with cafeteria menu displays is difficulty in readability and navigation, especially with paper-based menus in high-traffic environments. This can lead to frustration for customers, increased wait times, and potential errors in ordering. Other issues include limited space for menu items, difficulty updating menus, and a lack of visual appeal.

Here's a more detailed breakdown:

### 1. Readability and Navigation:

Small Font Sizes and Cluttered Layouts:

Paper menus with small text or crowded layouts can be hard to read, particularly for individuals with visual impairments or in dimly lit areas.

Lack of Clear Categorization:

Poor organization of menu items into categories (e.g., appetizers, entrees, desserts) can make it challenging for customers to quickly find what they're looking for.

### 2. Limited Space and Inflexibility:

Static Nature of Paper Menus:

Paper menus are not easily updated, making it difficult to introduce new items, specials, or make price adjustments.

## Objectives:

The primary objective of a cafeteria menu display is to clearly and effectively communicate the available food and beverage options, pricing, and any special offers to customers. It also serves to enhance the customer experience, influence purchasing decisions, and ultimately, boost sales and revenue.

Here's a more detailed breakdown:

### 1. Communication and Information:

Listing of Items:

The menu must clearly display all food and beverage items offered, including descriptions, ingredients, and prices.