**Project Design Phase**

**Problem – Solution Fit Template**

| Date | 14 April 2025 |
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| Team ID | SWTID1743516636 |
| Project Name | SB Food Ordering App |
| Maximum Marks | 2 Marks |

**Problem – Solution Fit :**

The Problem–Solution Fit Canvas enabled us to align the SB Foods Ordering App's core functionalities with the real-world challenges faced by modern food businesses, delivery partners, and consumers. Through ongoing user feedback, market analysis, and operational audits, we identified several recurring pain points in traditional food ordering and delivery systems:

* **Customers** often face clunky user interfaces, limited customization, and poor real-time order tracking.
* **Restaurant partners** struggle with complex order management systems, inconsistent menu updating processes, and lack of real-time analytics.
* **Delivery teams** encounter logistical inefficiencies due to fragmented communication, unclear routing, and absence of timely order updates.
* **Business admins** lack centralized control over promotions, performance monitoring, and revenue insights.

By closely mapping the needs, frustrations, and expectations of each stakeholder — including customers, restaurant staff, delivery partners, and administrators — we built a solution that directly addresses these issues in a streamlined, user-friendly way.

The SB Foods Ordering App empowers:

* **Restaurants** to easily update menus, manage incoming orders in real-time, adjust availability, and monitor service performance — all from a centralized dashboard, with no need for technical expertise.
* **Customers** to browse meals effortlessly, customize their orders, track delivery status in real-time, and make secure payments — creating a seamless and satisfying dining experience from start to finish.
* **Delivery teams** to receive optimized routes, live order statuses, and built-in communication tools — minimizing delays and improving delivery accuracy.
* **Admins and marketing teams** to manage campaigns, monitor sales data, implement loyalty programs, and analyze customer behavior through real-time dashboards and reports.

This approach ensured that our solution is not only technically sound and scalable, but also centered around real user needs — ready to be adopted by independent restaurants, chain outlets, and delivery partners seeking to thrive in the fast-evolving food service landscape.