

Ideation Phase

Define the Problem Statements

Date	31 January 2025
Team ID	LTVIP2025TMID55302
Project Name	OrderOnTheGo- Your On-Demand Food Ordering Solution
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.

I am	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the core about - what are they trying to achieve?	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - what bothers them most?	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - how does it impact them emotionally?	Describe the emotions the result from experiencing the problems or barriers

Reference: <https://miro.com/templates/customer-problem-statement/>

Example:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a busy college student working late at night	find a convenient and reliable way to order food without leaving my desk	most local restaurants are closed or don't deliver at this hour	they have limited service hours or outdated ordering systems	frustrated and distracted from my work.
PS-2	a foodie who loves exploring new dishes online.	find a platform that gives me detailed information about dishes before I order	current apps don't show enough reviews, descriptions, or real-time availability	they lack integrated customer feedback and restaurant data updates,	uncertain about my food choices and hesitant to place an order.