**Project Design Phase**

**Problem – Solution Fit Template**

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| Date | 29 August 2025 |
| Team ID | LTVIP2025TMID61033 |
| Project Name | Order On The Go |
| Maximum Marks | 2 Marks |

**Problem – Solution Fit Overview:**

The **Problem–Solution Fit** phase ensures that the *Order on the Go* app addresses **real customer pain points** with the right features before moving into full-scale development. It validates:

* Are the **problems significant** enough to solve?
* Does our **solution design** truly resolve these problems?
* Is there a **clear value proposition** for each customer segment?

This step prevents building features nobody needs and aligns the **technical design** with **business/user needs**.

**Purpose:**

1. **Customer-Centric Design** → Ensure the app solves the most urgent problems of commuters, parents, travellers, restaurants, and delivery partners.

2. **Feature Prioritization** → Match solutions (features) to real pain points, ensuring resources focus on high-impact areas.

3. **Risk Reduction** → Validate ideas early so the project does not waste effort on low-value features.

4. **Value Proposition Clarity** → Demonstrate how *Order on the Go* creates convenience, speed, and efficiency.

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**Problem Statement:**  
*“Delivery partners often face unexpected traffic delays or inefficient routes, causing late deliveries and unhappy customers.”*

* **Customer Impact:** Orders arrive late, lowering satisfaction and repeat usage.
* **Delivery Partner Impact:** Wasted time and fuel, lower earnings, higher stress.
* **Business Impact:** Poor delivery experience → lower app ratings and restaurant dissatisfaction.

**Solution:**

Optimized Delivery Routing with Live Traffic Upd**ates**

* Integrate **Google Maps API** and **real-time traffic data**.
* Assign delivery partners based on **proximity** and **traffic conditions**.
* Provide partners with **dynamic rerouting suggestions** if traffic changes mid-delivery.

**Expected Benefits**

* **For Delivery Partners:** Saves time and fuel, increases completed deliveries per shift.
* **For Customers:** Faster, more reliable deliveries with real-time tracking.
* **For Restaurants:** Higher customer satisfaction, better order turnover.
* **For the Business:** Improved app ratings, competitive edge, higher adoption.