

Ideation Phase

Define the Problem Statements

Date	16 June 2025
Team ID	LTVIP2025TMID56012
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 style="border: 1px solid #ccc; padding: 10px; background-color: #fff9c4; text-align: center;"> I am a college student/ new visitor to town who frequently orders food online. </div>	<div style="border: 1px solid #ccc; padding: 10px; background-color: #bbdefb; text-align: center;"> I'm trying to find nearby restaurants and order food quickly. </div>	<div style="border: 1px solid #ccc; padding: 10px; background-color: #bbdefb; text-align: center;"> But there are no local platforms that show nearby eateries clearly. </div>	<div style="border: 1px solid #ccc; padding: 10px; background-color: #c8e6c9; text-align: center;"> Because most food delivery apps only feature well-known restaurants or aren't available in my town. </div>	<div style="border: 1px solid #ccc; padding: 10px; background-color: #ffe0b2; text-align: center;"> 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 style="border: 1px solid #ccc; padding: 10px; background-color: #fff9c4; text-align: center;"> I am a small restaurant owner in a college town. </div>	<div style="border: 1px solid #ccc; padding: 10px; background-color: #bbdefb; text-align: center;"> I'm trying to grow my business by accepting online orders. </div>	<div style="border: 1px solid #ccc; padding: 10px; background-color: #bbdefb; text-align: center;"> But I don't have access to affordable digital ordering platforms. </div>	<div style="border: 1px solid #ccc; padding: 10px; background-color: #c8e6c9; text-align: center;"> Because most apps charge high commissions or don't support small vendors. </div>	<div style="border: 1px solid #ccc; padding: 10px; background-color: #ffe0b2; text-align: center;"> Which makes me feel digitally excluded and unable to reach more customers. </div>

Link : https://miro.com/app/board/uXjVlIj4l_7c=/?share_link_id=867770432634

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

Problem	I am	I'm trying to	But	Because	Which makes me feel
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Statement (PS)	(Customer)				
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