Project Design Phase
Problem – Solution Fit Template

Date	09 February 2026
Team ID	LTVIP2026TMIDS79872
Project Name	OrderOnTheGo: Your On-Demand Food Ordering Solution
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

❑ Solving Complex Problems: By recognizing Lisa's "state" (exhausted and busy), your app solves her hunger in a way that fits her schedule.

❑ Increasing Adoption: You are tapping into Lisa's existing "channel of behavior"—using her smartphone while studying—to deliver the service.

❑ Building Trust: Your app solves the "urgent problem" of midnight hunger and the "annoyance" of long queues, thereby increasing user loyalty.

❑ Improving the Existing Situation: You have analyzed the "Before" state (Lisa going outside in the dark) and improved it by bringing the food to her doorstep

Template:

Problem-Solution Fit Canvas: SB Foods (OrderOnTheGo)

1. CUSTOMER SEGMENT(S) CS	6. CUSTOMER CONSTRAINT CC	5. AVAILABLE SOLUTIONS AS
College students (like Lisa) studying late at night, busy professionals, and people seeking quick, reliable late-night food delivery.	Lack of energy to cook, safety concerns venturing out at night, limited time to interrupt workflow, and a need for digital payment options.	Home cooking, physical takeout (travel required), legacy phone-based ordering, or skipping meals due to late-night inconvenience.
2. JOBS-TO-BE-DONE / PROJ J&	**9. PROBLEM ROOT CAUSE RC**	**7. BEHAVIOUR BE**
Satisfying hunger at midnight, finding open eateries effortlessly, and placing orders without stopping a deep-work study session. 3. TRIGGERS: Stomach grumbles, clock hitting midnight, work fatigue.	Rigid academic schedules and a market gap for 24/7 transparent food delivery services that cater to unconventional hours.	Direct: Browsing smartphone menus, checking reviews. Indirect: Staying productive on tasks while waiting for order notifications.
4. EMOTIONS: BEFORE / AF EM	**10. YOUR SOLUTION SL**	**8. CHANNELS OF BEHAVIOU CH**
Before: Hungry, stressed, and distracted. After: Relieved, satisfied, and grateful for the seamless doorstep delivery experience.	SB Foods: A robust MERN web app with a full catalog, secure checkout, and instant confirmation for a hassle-free ordering journey.	Online: Web application, push notifications, and digital wallets. Offline: On-demand delivery arrival at the physical doorstep.

References:

1. **Problem-Solution Fit Methodology:**

   o Nepriakhina, D. (2020). *Problem-Solution Fit Canvas 2.0.* Retrieved from https://www.ideahackers.network/problem-solution-fit-canvas/

   o Epicantus. (2016). *The Problem-Solution Fit Canvas*. Medium. Retrieved from https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe

2. **Technology Stack & Architecture:**

   o MongoDB Documentation: *Connecting to MongoDB Atlas*. https://www.mongodb.com/docs/atlas/tutorial/connect-to-your-cluster/

   o React Documentation: *Getting Started with React*. https://react.dev/learn

   o Node.js Foundation: *Express Framework for Node.js*. https://expressjs.com/

3. **Project Resources:**

   o SB Foods Source Code: https://github.com/harsha-vardhan-reddy-07/Food-Ordering-App-MERN