**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.

Graphical user interface, text, application, email

Description automatically generated

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

**Example:**

Chart, treemap chart

Description automatically generated

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **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leaving my desk | most local restaurants are closed or don’t deliver at this hour | they have limited service hours or outdated ordering systems | frustrated and distracted from my work.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. |