Project Design Phase

Problem – Solution Fit Template

Date	25 June 2025
Team ID	LTVIP2025TMID53161
Project Name	SB Foods - On-Demand Food Ordering Platform
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:

- Solve real-world food ordering challenges faced by customers, restaurants, and administrators.

- Accelerate solution adoption by integrating into users' existing habits and behaviors (e.g., mobile usage, contactless delivery).

- Improve communication through clear, focused messaging that resonates with user needs.

- Build trust by solving recurring issues and streamlining the ordering experience.

- Analyze and improve the current food ordering ecosystem by identifying gaps.

Template:

Lack of 24/7 food access
Mainstream food apps not optimized for late-night users
Limited awareness of available open vendors
No specialized interface for midnight cravings

High urgency during late night hunger
Frequent use of food apps
Impulsive behavior in food selectionRelies on reviews or past orders

Mobile apps (primary), social media, food forums

Summary:

SB Foods solves a **common**, **frequent**, and **costly** problem in a simple and clear manner:

- **For users:** No more app clutter or guessing what's available.

- **For restaurants:** Independence and visibility.

- **For admins:** Simplified moderation and system health.

The solution is crafted to match existing user behavior (mobile-first, fast decisions), and taps into pain points faced in conventional apps. This ensures **higher adoption**, **repeat usage**, and **stakeholder satisfaction**.

References:

1. https://www.ideahackers.network/problem-solution-fit-canvas/

2. https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe