Ideation Phase
Define the Problem Statements

Date	20 February 2026
Team ID	LTVIP2026TMIDS71298
Project Name	Flavour Fusion: AI-Driven Recipe Blogging
Maximum Marks	2 Marks

Customer Problem Statement:

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.

Customer Problem Statement
Project Context: Flavor Fusion – AI Recipe Blog Generator

I am
Describe the customer and their attributes

PS-1: I am a food blogger
Describe the customer and their attributes

PS-2: I am a beginner home cook
I'm **trying to** consistently **publish engaging and structured** recipe **blog posts**
PS-2: I'm **trying** to **share my recipes** online in a professional **blog format**

I'm trying to
List the thing they are trying to achieve here

PS-1: But I spend too much **time drafting introductions**, **formatting ingredients**, and writing detailed instructions

PS-2: But I don't know how to **structure content** or **write engaing** introductions
Describe the **problems** or barriers that get in the way here

but
Describe the **problems** or barriers that get in

PS-1: Because writing **high-quality content** requires creativity, structure, and time investment

PS-2: Because I lack professional writing skills and blogging experience

which makes me feel
Describe the **emotions** the result from experience

PS-1: Which makes me feel **frustrated** and overwhelmed by the effort required to maintain consistency

PS-2: Which makes me feel **insecure** and hesitant to **publish my recipes**
Describe the emotions the result from experiencing the problems or barriers

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	I am a food blogger	I'm trying to consistently publish engaging and structured recipe blog posts	But I spend too much time drafting introductions, formatting ingredients, and writing detailed instructions	Because writing high-quality content requires creativity, structure, and time investment	Frustrated and overwhelmed by the effort required to maintain consistency
PS-2	I am a beginner home cook	I'm trying to share my recipes online in a professional blog format	But I don't know how to structure content or write engaging introductions	Because I lack professional writing skills and blogging experience	Insecure and hesitant to publish my recipes