**Project Design Phase**

**Problem – Solution Fit**

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| Date | 7 February 2026 |
| Team ID | LTVIP2026TMIDS71298 |
| Project Name | Flavour Fusion: AI-Driven Recipe Blogging |
| Maximum Marks | 2 Marks |

**Problem – Solution Fit:**

**1️⃣ Identified Customer Problem**

**Core Problem**

Food bloggers and aspiring content creators struggle with writing structured, engaging, and professional recipe blog posts consistently.

**Observable Pain Points**

1. Writing recipe blogs takes more time than cooking.
2. Structuring content professionally is difficult.
3. Creative block while writing introductions.
4. Inconsistent posting schedule.
5. Lack of confidence in writing quality.

**Behavioral Patterns Identified**

Example 1:  
Users cook the recipe quickly but delay publishing because writing takes too long.

Example 2:  
Beginner bloggers copy formats from other websites because they don’t know how to structure content.

**2️⃣ Proposed Solution**

Flavor Fusion is an AI-powered web application that:

* Generates complete recipe blog posts
* Provides structured output (Title + Introduction + Ingredients + Instructions)
* Allows word count customization
* Offers downloadable Markdown files
* Delivers results in seconds

**3️⃣ Problem–Solution Mapping**

| **Customer Problem** | **Flavor Fusion Solution** |
| --- | --- |
| Writing takes too long | AI generates full blog in seconds |
| Poor content structure | Predefined structured prompt ensures professional formatting |
| Creative block | AI auto-generates engaging introductions |
| Inconsistent publishing | Instant generation enables frequent posting |
| Low confidence | Blog-ready content improves presentation quality |

**4️⃣ Why This Solution Fits the Customer**

**✔ Fits Their Current Behavior**

Customers already:

* Search for recipe ideas online
* Use blogging platforms
* Copy structured formats manually

Flavor Fusion integrates into that behavior by:

* Providing structured output ready for blog upload
* Offering Markdown format for easy CMS integration

Example 1:  
Instead of copying blog templates manually, user generates formatted content instantly.

Example 2:  
Instead of drafting 1500 words manually, user edits AI output in minutes.

**5️⃣ Purpose Alignment**

**❑ Solve complex problems in a way that fits customer state**

Flavor Fusion reduces writing complexity without requiring technical expertise.

Example 1:  
A beginner can generate professional content without writing skills.

Example 2:  
A busy blogger can maintain consistency without spending hours writing.

**❑ Succeed faster by tapping into existing behavior**

The solution works because it aligns with:

* Existing blogging workflows
* Digital content publishing patterns

Example 1:  
Markdown download directly supports blogging platforms.

Example 2:  
Word count control supports SEO-focused long-form content creation.

**❑ Sharpen communication & marketing triggers**

Key messaging triggers:

* “Generate blog-ready recipes in seconds”
* “Save hours of writing time”

Example 1:  
Time-saving appeals to busy content creators.

Example 2:  
Professional formatting appeals to beginners seeking credibility.

**❑ Increase touch-points & trust**

By solving a frequent annoyance (writing effort), users are more likely to reuse the tool.

Example 1:  
A weekly blogger uses it repeatedly for new recipes.

Example 2:  
A beginner uses it to build initial content library.

**❑ Improve the existing situation**

Current situation:

* Manual writing
* Time-consuming formatting
* Inconsistent content output

Improved situation with Flavor Fusion:

* Instant structured generation
* Faster publishing cycle
* Higher productivity

**Template:**

Calendar

Description automatically generated