Project Design Phase
Problem – Solution Fit

Date	7 February 2026
Team ID	LTVIP2026TMIDS65419
Project Name	Flavour Fusion-AI Driven Recipe Blogging
Maximum Marks	2 Marks

Problem – Solution Fit:

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.

2 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

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

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.

Purpose Alignment (As Per Template)

❑ 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:

1. CUSTOMER SEGMENT(S) — CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

6. CUSTOMER CONSTRAINTS — CC

What constraints prevent your customers from taking action or limit their choices
of solutions? i.e. spending power, budget, no cash, network connection, available devices.

5. AVAILABLE SOLUTIONS — AS

Which solutions are available to the customers when they face the problem
or need to get the job done? What have they tried in the past? What pros & cons do
these solutions have? i.e. pen and paper is an alternative to digital notetaking

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Which jobs-to-be-done (or problems) do you address for your customers?
There could be more than one; explore different sides.

9. PROBLEM ROOT CAUSE — RC

What is the real reason that this problem exists?
What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

7. BEHAVIOUR — BE

What does your customer do to address the problem and get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits;
indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

3. TRIGGERS — TR

What triggers customers to act? i.e. seeing their neighbour installing
solar panels, reading about a more efficient solution in the news.

10. YOUR SOLUTION — SL

If you are working on an existing business, write down your current solution first,
fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in
the canvas and come up with a solution that fits within customer limitations,
solves a problem and matches customer behaviour.

4. EMOTIONS: BEFORE / AFTER — EM

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7
and use them for customer development.