

Project Initialization and Planning Phase

Date	08 February 2026
Team ID	LTVIP2026TMIDS34355
Project Name	Flavour Fusion: AI-driven Recipe Blogging
Maximum Marks	3 Marks

Define Problem Statements :

A customer problem statement helps us define the real issues experienced by users in the recipe content creation and culinary discovery process. By identifying who they are, what they are trying to achieve, the barriers they face, and how it makes them feel, we gain valuable insights into building more relevant and human-centered solutions.

For this project, the focus is on food bloggers and home cooks who struggle to consistently draft structured, creative, and engaging recipe content or find precise meal ideas. The empathy gained through this process supports the development of an AI-driven web application that addresses their exact needs for efficiency and inspiration.

Example:

Customer Problem Statement-1

I am	I'm trying to	But	Because	Which makes me feel
I am <div>A Food Blogger</div>	I'm trying to <div>Create unique and engaging recipe blogs for my website</div>	But <div>It takes too much time to draft, format, and structure the content manually</div>	Because <div>Researching and writing creative descriptions for every dish is repetitive and exhausting</div>	Which makes me feel <div>Burned out and Unproductive</div>

Customer Problem Statement-2

I am	I'm trying to	But	Because	Which makes me feel
I am <div>A Home Cook</div>	I'm trying to <div>Find a quick recipe idea for dinner</div>	But <div>searching the exact type of recipe I want on Google takes too long</div>	Because <div>Search results are cluttered with ads and irrelevant long stories</div>	Which makes me feel <div>Frustrated and Hungry</div>

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A Food Blogger	Create unique and engaging recipe blogs for my website	It takes too much time to draft, format, and structure the content manually	Researching and writing creative descriptions for every dish is repetitive and exhausting	Burned out and unproductive
PS-2	A Home Cook	Find a quick recipe idea for dinner	searching the exact type of recipe I want on Google takes too long	Search results are cluttered with ads and irrelevant long stories	Frustrated and hungry