

Ideation Phase Empathize & Discover

Date	9 February 2026
Team ID	LTVIP2026TMIDS34355
Project Name	Flavour Fusion: AI-driven Recipe Blogging
Maximum Marks	4 Marks

Empathy Map Canvas:

The Empathy Map is a visualization tool used to articulate what we know about our target users—Food Bloggers and Home Cooks. By mapping out what the user Says, Thinks, Does, and Feels, we gained a deeper understanding of their experiences. This process highlighted critical 'Pain Points,' such as writer's block and the time-consuming nature of content creation. These insights directly influenced the design of 'Flavour Fusion,' ensuring our AI solution effectively solves the user's struggle with consistent and creative documentation.

Example: A food Blogger / Home Cook

