

Ideation Phase

Define the Problem Statements

Date	2 February 2026
Team ID	LTVIP2026TMIDS24657
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 engaging 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