

Ideation Phase: Define the Problem Statements

Date: 9 Feb 2026

Team ID: LTVIP2026TMIDS73763

Project Name: Flavour Fusion: AI-Driven Recipe Blogging

Maximum Marks: 2 Marks

Customer Problem Statement (PS)

| ID | Problem Statement Elements | Description |
|------|----------------------------|---|
| PS-1 | I am | A busy home cook or a micro-influencer on Instagram. |
| | I'm trying to | Create a professional blog post to share my traditional family recipes with my audience. |
| | But | I find it exhausting to sit down and write 500+ words of engaging content, prep times, and step-by-step instructions. |
| | Because | English is not my first language, and I lack the writing skills to make a recipe sound "professional" for a blog. |
| | Which makes me feel | Frustrated and discouraged , leading me to stop sharing my culinary knowledge altogether. |

| ID | Problem Statement Elements | Description |
|------|----------------------------|--|
| PS-2 | I am | A full-time food blogger managing multiple social media platforms. |
| | I'm trying to | Post fresh recipe content every single day to stay relevant in the algorithm. |
| | But | I spend 3–4 hours just formatting, calculating cook times, and writing the "intro" for a single dish. |
| | Because | I don't have an assistant, and the manual process of content creation is causing severe "creator burnout." |
| | Which makes me feel | Stressed and overwhelmed , as I am spending more time typing than I am actually cooking. |