Ideation Phase: Brainstorm & Idea Prioritization

Date: 19 Feb 2026

Team ID: LTVIP2026TMIDS34335

Project Name: Flavour Fusion: AI-Driven Recipe Blogging

Maximum Marks: 4 Marks

Step-1: Team Gathering, Collaboration and Select the Problem Statement

1.1 Problem Statement Selection

The Problem: Food bloggers and home cooks often face "writer's block" when trying to create engaging, structured, and SEO-friendly blog posts for their recipes. Manually drafting prep times, ingredient lists, and instructions is time-consuming.

The Solution (Flavour Fusion): An AI-powered web application that uses Large Language Models (LLMs) to transform a simple food topic into a professional, formatted recipe blog post instantly.

1.2 Brainstorming & Idea Generation

During the brainstorming phase, we prioritized **volume over value** to explore how to make the app stand out. Here are the ideas generated:

Category	Ideas Generated
Core AI Logic	Use Gemini 2.5 Flash for speed; customizable word counts; multi-language support.
User Experience (UX)	**Programmer jokes during loading**; dark mode interface; voice-to-text input.
Export Options	**Direct PDF Download**; Copy to clipboard; Auto-post to WordPress.
Security	**API Key protection using .env**; User authentication; Request rate limiting.

1.3 Idea Prioritization (The Value Matrix)

We used a **High Impact / Low Effort** matrix to decide what to build for the MVP (Minimum Viable Product).

> **High Impact / Low Effort (Do These First):**
>
> Integration with **Gemini 2.5 Flash** for content generation.
>
> **Streamlit** for a rapid, clean web UI.

Adding **Programmer Jokes** to mask latency.

High Impact / High Effort (Planned for Future):

Automated image generation for recipes using Imagen or DALL-E.

Database integration to save user history.

Low Impact / Low Effort (Nice to Have):

PDF formatting with custom fonts (FPDF).

Step-2: Collaboration & Feedback

Final Selection: The team (or developer) decided to focus on a **secure, export-ready recipe generator**. The unique selling point (USP) identified was the **blend of utility (PDF/Copy) and personality (Jokes)**, making it a "Human-centric" AI tool.