Project Design Phase
Problem – Solution Fit Template

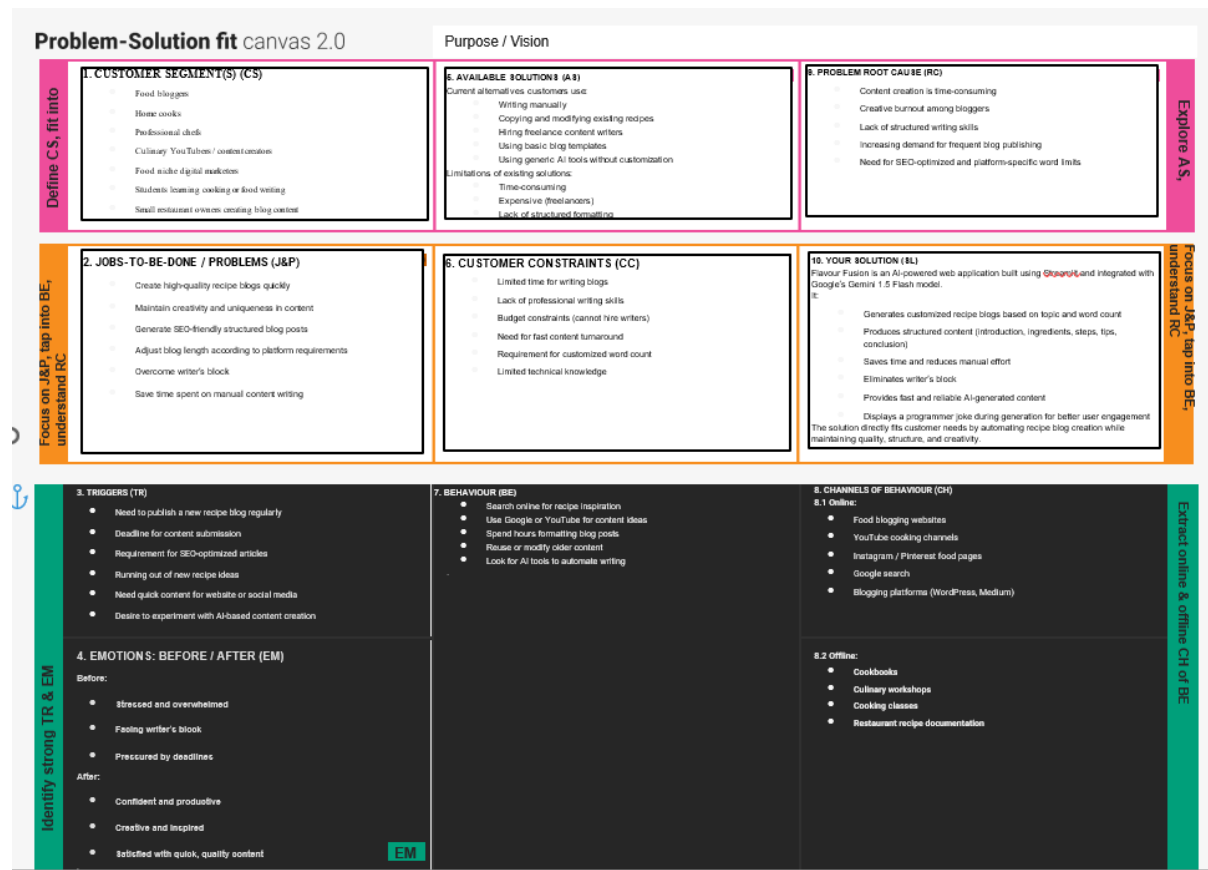| Date	15 February 2025
Team ID	LTVIP2026TMIDS78841
Project Name	Flavour Fusion: AI-Driven Recipe Blogging
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem–Solution Fit in the context of Flavour Fusion: AI-Driven Recipe Blogging means identifying the challenges faced by food bloggers, home cooks, and content creators in generating high-quality recipe blogs, and providing an AI-powered solution that effectively addresses those challenges.

Flavour Fusion recognizes that users struggle with time-consuming blog writing, lack of creativity, and maintaining proper blog structure. By integrating Google's Gemini 1.5 Flash model, the application generates customized, structured, and engaging recipe blogs based on user input. This ensures that the solution directly solves the core problems of content creation in the food blogging domain.

Purpose:

❑ To simplify and automate recipe blog creation by generating high-quality content instantly using AI.
❑ ❑ **To reduce content creation time** and help bloggers publish faster without compromising quality.
❑ ❑ **To improve user experience** by allowing customization of topic and word count.
❑ ❑ **To enhance creativity and eliminate writer's block** through AI-generated structured blogs.
❑ ❑ **To increase user engagement and satisfaction** by providing entertaining elements (such as programmer jokes) during content generation.
❑

Template:

Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into

1. CUSTOMER SEGMENT(S) (CS)
- Food bloggers
- Home cooks
- Professional chefs
- Culinary YouTubers / content creators
- Food niche digital marketers
- Students learning cooking or food writing
- Small restaurant owners creating blog content

5. AVAILABLE SOLUTIONS (AS)
Current alternatives customers use:
- Writing manually
- Copying and modifying existing recipes
- Hiring freelance content writers
- Using basic blog templates
- Using generic AI tools without customization

Limitations of existing solutions:
- Time-consuming
- Expensive (freelancers)
- Lack of structured formatting

9. PROBLEM ROOT CAUSE (RC)
- Content creation is time-consuming
- Creative burnout among bloggers
- Lack of structured writing skills
- Increasing demand for frequent blog publishing
- Need for SEO-optimized and platform-specific word limits

Explore AS,

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS (J&P)
- Create high-quality recipe blogs quickly
- Maintain creativity and uniqueness in content
- Generate SEO-friendly structured blog posts
- Adjust blog length according to platform requirements
- Overcome writer's block
- Save time spent on manual content writing

6. CUSTOMER CONSTRAINTS (CC)
- Limited time for writing blogs
- Lack of professional writing skills
- Budget constraints (cannot hire writers)
- Need for fast content turnaround
- Requirement for customized word count
- Limited technical knowledge

10. YOUR SOLUTION (SL)
Flavour Fusion is an AI-powered web application built using Streamlit and integrated with Google's Gemini 1.5 Flash model.
It:
- Generates customized recipe blogs based on topic and word count
- Produces structured content (introduction, ingredients, steps, tips, conclusion)
- Saves time and reduces manual effort
- Eliminates writer's block
- Provides fast and reliable AI-generated content
- Displays a programmer joke during generation for better user engagement

The solution directly fits customer needs by automating recipe blog creation while maintaining quality, structure, and creativity.

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS (TR)
- Need to publish a new recipe blog regularly
- Deadline for content submission
- Requirement for SEO-optimized articles
- Running out of new recipe ideas
- Need quick content for website or social media
- Desire to experiment with AI-based content creation

4. EMOTIONS: BEFORE / AFTER (EM)
Before:
- Stressed and overwhelmed
- Facing writer's block
- Pressured by deadlines

After:
- Confident and productive
- Creative and inspired
- Satisfied with quick, quality content

EM

7. BEHAVIOUR (BE)
- Search online for recipe inspiration
- Use Google or YouTube for content ideas
- Spend hours formatting blog posts
- Reuse or modify older content
- Look for AI tools to automate writing

8. CHANNELS OF BEHAVIOUR (CH)
8.1 Online:
- Food blogging websites
- YouTube cooking channels
- Instagram / Pinterest food pages
- Google search
- Blogging platforms (WordPress, Medium)

8.2 Offline:
- Cookbooks
- Culinary workshops
- Cooking classes
- Restaurant recipe documentation

Extract online & offline CH of BE

References:

1. https://www.ideahackers.network/problem-solution-fit-canvas/
2. https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe