

Ideation Phase

Empathize & Discover

Date	2 February 2026
Team ID	LTVIP2026TMIDS34632
Project Name	Flavour Fusion: AI-Driven Recipe Blogging
Maximum Marks	4 Marks

Empathy Map Canvas:

Project Context: Flavour Fusion: AI-Driven Recipe Blogging

User Persona

Name: Aspiring Food Content Creator

Profile:

- Runs a small food blog or social media page
- Passionate about cooking
- Limited time and professional writing skills
- Wants consistent content output

1. Says

What the user verbally expresses:

- “I don’t have enough time to write long recipe posts.”
- “I want my blog to look professional.”
- “Writing introductions is harder than cooking.”
- “I wish I could generate content faster.”

Example 1:

A blogger says, “Cooking takes 1 hour, but writing the post takes 3 hours.”

Example 2:

A beginner says, “I know the recipe, but I don’t know how to present it properly.”

2. Thinks

What the user internally worries about:

- “My content isn’t engaging enough.”
- “Other food bloggers write better than me.”
- “If I don’t post consistently, I’ll lose audience growth.”
- “Formatting everything properly is exhausting.”

Example 1:

Thinks: "My competitors are publishing daily. I'm falling behind."

Example 2:

Thinks: "I'm not good at storytelling, maybe blogging isn't for me."

3 Does

Observable behaviors:

- Searches Google for recipe blog examples.
- Spends hours formatting ingredients and instructions.
- Edits drafts multiple times.
- Delays publishing due to dissatisfaction.

Example 1:

Writes content in Word, then manually reformats in CMS.

Example 2:

Copies structure from other blogs to imitate professional style.

4 Feels

Emotional state:

- Frustrated by time consumption
- Overwhelmed by content structure
- Insecure about writing quality
- Stressed about consistency

Example 1:

Feels drained after writing just one post.

Example 2:

Feels hesitant to publish because it "doesn't look professional enough."

5 Pains

Specific problems and barriers:

- Writing takes more time than cooking.
- Difficulty structuring content professionally.
- Creative block while writing introductions.
- Inconsistent publishing schedule.

Example 1:

Spends hours drafting engaging introductions.

Example 2:

Struggles to maintain a weekly posting schedule.

6. Gains

What the user wants to achieve:

- Generate blog-ready structured recipes instantly.
- Maintain consistent posting schedule.
- Improve professional appearance of blog.
- Save time while maintaining quality.

Example 1:

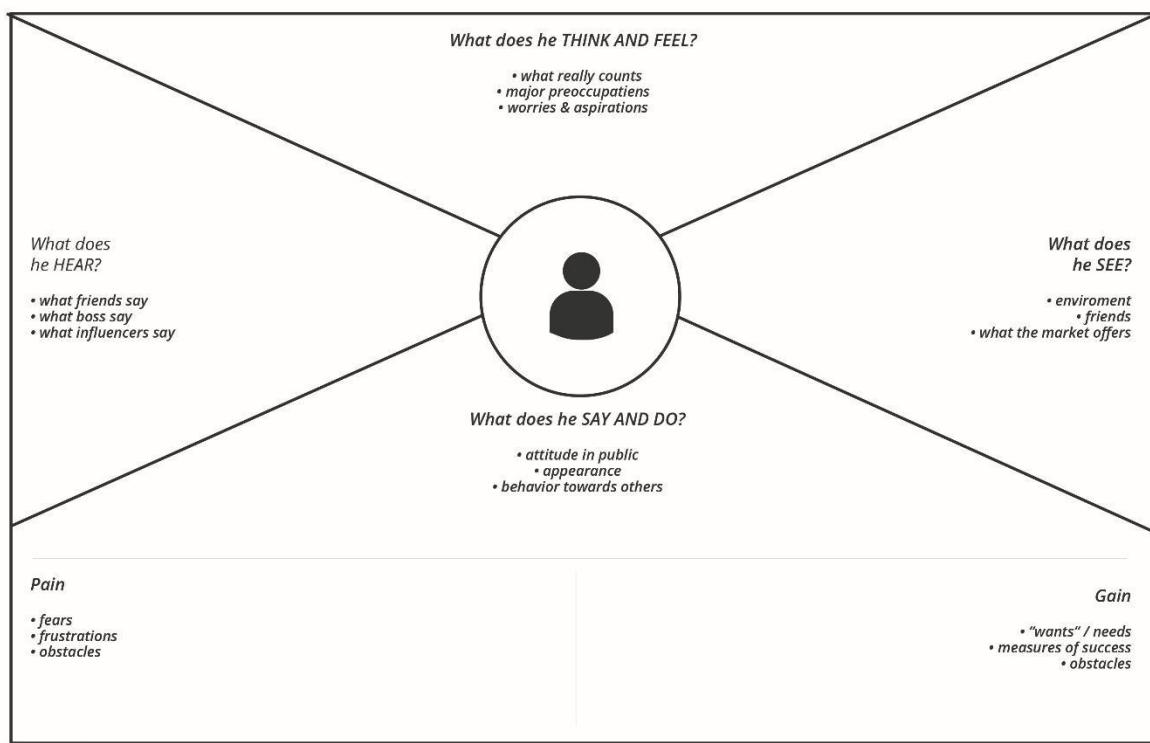
Wants a 1500-word structured recipe generated in seconds.

Example 2:

Wants downloadable Markdown ready for upload.

Example:

Empathy Map



Example: Food Ordering & Delivery Application

