

Ideation Phase: Define the Problem Statements

Date: 23 Feb 2026

Team ID: LTVIP2026TMIDS51094

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.