

Ideation Phase

Define the Problem Statements

Date	10-02- 2026
Team ID	LTVIP2026TMIDS654367
Project Name	Flavour Fusion: - Ai-Driven Recipe Blogging
Maximum Marks	2marks

Customer Problem Statement Template:

Defining the problem statements for a project like **"Flavour Fusion: AI-Driven Recipe Blogging"** involves identifying the gaps in traditional cooking, food content creation, and existing AI recipe generators. Based on current trends in AI culinary tools, the problem statements focus on bridging the gap between visual inspiration and actionable recipes, improving personalization, and overcoming the limitations of static recipe blogs.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

I am	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - what bothers them most?	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - how does it impact them emotionally?	Describe the emotions the result from experiencing the problems or barriers

Reference: <https://miro.com/templates/customer-problem-statement/>

Example:

I am	I'm trying to	But	Because	which makes me feel
a traveler	book flights on my phone	it takes a long time	The website is not responsive and doesn't have a mobile version.	Frustrated

Problem	I am	I'm trying to	But	Because	Which makes me feel
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Statement (PS)	(Customer)				
PS-1					
PS-2					