

## Project Initialization and Planning Phase

Date	25-03-2025
Team ID	LTVIP2025TMID28445
Project Name	Cosmetic insights
Maximum Marks	3 Marks

### Define Problem Statements (Customer Problem Statement Template):

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love. A well-articulated customer problem statement allows you and your team to find the ideal solution for your customers' challenges. 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.

<b>I am</b>	Describe customer with 3-5 key characteristics - who are they?	Describe the customer and their attributes here
<b>I'm trying to</b>	Get their outcome or "job" they are about - what are they trying to achieve?	List the thing they are trying to achieve here
<b>but</b>	Describe what problems or barriers stand in the way - what are they trying to achieve?	Describe the problems or barriers that get in the way here
<b>because</b>	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	Describe the reason the problems or barriers exist
<b>which makes me feel</b>	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:

<b>I am</b> a traveler	<b>I'm trying to</b> book flights on my phone	<b>but</b> it takes a long time	<b>because</b> the website is not responsive and doesn't have a mobile version	<b>which makes me feel</b> Frustrated
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Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A skincare and beauty enthusiast	Find the right cosmetic products that suit my skin type	There are too many options available, and	Most product descriptions and marketing materials	Frustrated and unsure about my purchase decisions

		and preferences	I struggle to identify which products are best for me	are generic and don't provide personalized recommendations	
PS-2	A conscious consumer looking for ethical and safe beauty products	Understand the ingredients and sustainability practices of different cosmetic brands	The information provided by brands is often unclear, incomplete, or difficult to verify	There is no centralized platform that provides transparent insights about cosmetics	Concerned about whether I'm making the right choices for my health and the environment