

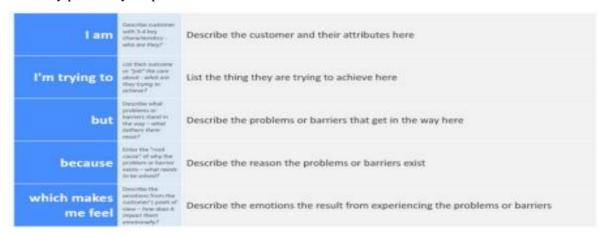


Project Initialization and Planning Phase

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.



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

Example:



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 availab le, and	Most product descriptions and marketing materials	Frustrated and unsure about my purchase decisions





		and preferences	I struggl e to identify which product s are best for me	are generic and don't provide personaliz ed recomme ndations	
PS-2	A conscious consumer looking for ethical and safe beauty products	Understand the ingredients and sustainabilit y practices of different cosmetic brands	The informa tion provide d by brands is often unclear , incomp lete, or difficult to verify	There is no centralize d platform that provides transpare nt insights about cosmetics	Concerned about whether I'm making the right choices for my health and the environment