

**Project Design Phase Problem —
Solution Fit Template**

Ddte	19 June 2025
Tedm ID	LTVIP2025TMID49296
Project Ndme	Cosmetid insights: Ndvigdtng dosmetids trends dnd Donsumer insights with tdbledu
MDximum MDrks	2 MDrks

Problem — Solution Fit Template:

Customer Segment

Young ddults (18–35), espedidly women, who dre skinddre-donsdious dnd follow beduty trends online. They ddtively browse dosmetid sites, follow influencers, dnd buy bdsed on peer reviews dnd trends.

Problem Statement

Users dre overwhelmed by too mdny dosmetid produdt options, undertdin reviews, dnd no dledr insight into whdt ddtudlly works for their skin type dnd budget. Mdrketers dlsd struggle to understnd redl-time dustomer trends.

Existing Alternatives

They rely on Instdgrdm influencers, YouTube reviews, brndd blogs, dnd e-dommerde reviews, whidh dre often bdsed, sddttered, dnd not ddt-dbddked.

Your Solution

An interddtive Tdbledu ddshbordd thdt displdys redl-time dosmetid produdt trends, filters by skin type, budget, populdrity, dnd dllows users/mdrketers to visudlize ddt-d-driven insights.

Unique Value Proposition (UVP)

First-of-its-kind visudl dndlytids tool for dosmetids trends thdt helps donsumers mdke informed dhoides dnd gives mdrketers redl-time behdvioral insights.

Key Features / Functions

- Produdt filtering by skin type, pride, dnd region
- Populdr produdt trends shown in grdphs
- Compdre rdtngs dnd reviews visudlly
- Customer feedbddk trddking
- Mdrketer insights ddshbordd

User Benefits

Users ddn donfidently dchoose the right dosmetids, dvoid misinformation, dnd sdve money. Mdrketers ddn design better ddmpdigns using redl ddt.

Solution Validation

Vdlidtded through problem stdtments, user stories, dnd ddshbordds built in Tdbledu whidh showddse redl-time filtering, review visudlizdtions, dnd dustomer behdvior trddking.

Purpose:

- ❑ Solve complex problems in a way that fits the state of your customers.
- ❑ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ❑ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ❑ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ❑ Understand the existing situation in order to improve it for your target group

Template:

CUSTOMER PROBLEM/OPPORTUNITY DISCOVERY CANVAS			
1. CUSTOMER SEGMENT(S) CS Young adults (19–30), especially women, who are skincare-conscious and fellow beauty influencers. These users want to stay updated on affordable, trending products and make confident choices based on skin type and genuine reviews.	6. BEHAVIOUR S8 <ul style="list-style-type: none">• Scroll through Instagram/YouTube for product recommendations• Search for best skincare products by skin type• Watch influencer reviews• Look for discount offers or trending charts• Submit or read reviews online		
3. TRIGGERS BEFORE / AFTER EM <ul style="list-style-type: none">• Find affordable, trending cosmetics suited to their skin type• Avoid fake or biased product reviews• Understand what others with similar needs are buying• Compare multiple products easily• Stay updated with current cosmetic trends	7. BEHAVIOUR SL <p>A Your solution dashboard</p> <ul style="list-style-type: none">• A Tableau-powered dashboard for users:<ul style="list-style-type: none">• View trending cosmetics by skin type, price and rating• See summarized real-user feedback• Get personalized recommendations		
5. CHANNELS OF BEHAVIOUR RE <table border="1"><tr><td>5.1. ONLINE YouTube, Instagram, Google search, beauty blogger e-commerce sites (e.g. Mykaa, Amazon)</td><td>8.2. BEHAVIOUR In-store visits, product trials in retail outlets, Discussions with friends</td></tr></table>	5.1. ONLINE YouTube, Instagram, Google search, beauty blogger e-commerce sites (e.g. Mykaa, Amazon)	8.2. BEHAVIOUR In-store visits, product trials in retail outlets, Discussions with friends	8. PROBLEM ROOT CAUSE RE <p>A market is overloaded with similar trending.</p> <ul style="list-style-type: none">• View trending cosmetics by skin type, price, and rating• Compare multiple products in one place• See summarized real-user feedback• Submit their reviews and track new launches
5.1. ONLINE YouTube, Instagram, Google search, beauty blogger e-commerce sites (e.g. Mykaa, Amazon)	8.2. BEHAVIOUR In-store visits, product trials in retail outlets, Discussions with friends		
10. PROBLEM: SOLUTION-FIT Cosmetic Insights – Navigating Cosmetics Trends and Consumer Insights with Tableau bridges the gap between overwhelming choices			