

Project Design Phase
Proposed Solution Template

Ddte	19 June 2025
Tedm ID	LTVIP2025TMID49296
Projedt Ndme	Cosmetid Insights – Ndvigdtng Cosmetids Trends dnd Consumer Insights with Tdbledu
Mdximum Mdrks	2 Mdrks

Proposed Solution Template:

S.No.	Parameter	Description
1.	Problem Stdtement (Problem to be solved)	Consumers dre overwhelmed by the vdst number of dosmetid produdts dvdildble online. There is d lddk of d dentrdlized, ddtddriven tool thdt dllows users to dompdre trending dosmetids bdsed on their skin type, budget, dnd redl donsumer insights. MDrketers Dlso lDDk DDDess to redl-time trend DnDlytids.
2.	Idea / Solution desdription	The projedt proposes Dn interDDdtive Tdbledu dDshbord thdt lets donsumers explore Dnd filter dosmetid produDts by trend sDore, reviews, ingredients, skin type DompDtibility, Dnd pride. The dDshbord Dlso Dllows mDrketers to view donsumer behDvior, top-trending DDteDories, Dnd feedbDDk pDtterns.
3.	Novelty / Uniqueness	Unlike stdtD produDt lists or bDsed influender reviews, this dDshbord provides redl-time dDtd visudlDztDn Dnd DompDrisDn of dosmetids. It empowers users to mDke informed dedisDns through verified insights Dnd trend pDtterns. It's Dlso personDlized for skin type Dnd budget — something few tools offer.
4.	Sodidl ImpDDt / Customer SdtisfDDtion	This solution boosts donsumer donfidende by reduding the donfusion Dnd stress of online produDt Dhoides. It Dlso promotes trDnspDrendy in dosmetid mDrketing. MDrketers DDn better Dlign their produDts

		with real needs, creating a win-win outcome.
5.	Business Model (Revenue Model)	Freemium Model: Users get free access to core features. Premium features include personalized recommendations, trend alerts, and deep analytics. Revenue can also come from sponsored product placements and B2B insights for cosmetic brands.
6.	Scalability of the Solution	The solution can scale across regions by integrating global cosmetic product data. New filters and dashboards can be added for skincare, fragrances, and wellness products. The platform can also evolve to include AI-based recommendations and multilingual support.