

## Project Design Phase-II Customer Journey map

Date	27 May 2025
Team ID	LTVIP2025TMID48256
Project Name	Cosmetic Insights – Navigating Cosmetics Trends and Consumer Insights with Tableau

### SCENARIO:

Using a Tableau dashboard to explore cosmetic product trends, consumer preferences, and skin suitability insights.

Steps	What does the user typically experience?	Goals & Motivations	Interactions	Positive Moments	Negative Moments	Areas of Opportunity
<b>1. Enter the Dashboard</b>	User opens the interactive Tableau dashboard	Help me explore cosmetic products visually	Tableau dashboard	Clean layout, easy access to filters and visualizations	Overwhelmed by too many graphs initially	Add a short dashboard guide or tooltip popups
<b>2. Explore Top Brands</b>	Views a chart of top cosmetic brands based on number of products or ratings	Help me choose trusted brands	"Top Brands" bar chart	Recognizing familiar brand names	Less-known brands may seem confusing	Include brief tooltips on each brand with background info
<b>3. Analyze Label Count</b>	User examines product categories	Help me understand product availability	"Label Count" pie or bar chart	Visual diversity of product types	Unclear differences between labels	Add definitions or filter by product function

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	like moisturizer, toner, serum, etc.					
<b>4. Check Price vs Brand</b>	Investigates which brands are affordable vs. premium	Help me compare prices effectively	Scatter plot / Bubble chart	Clear comparison of price clusters	Some prices seem unrealistic (very high)	Add price range filters or highlight average-priced brands
<b>5. Evaluate Skin Suitability</b>	User toggles through suitability charts for sensitive, oily, dry, normal skin	Help me find products for my skin type	Multiple bar/stacked bar charts	Easy comparison across skin types	Redundancy in charts can be tiring	Combine skin suitability into one interactive chart
<b>6. Compare Brand vs Rank</b>	Reviews brand-wise average customer ratings	Help me pick high-performing brands	Bar chart or heatmap	Useful to see high-rated brands	Some ratings seem too close to differentiate	Add rank filters or customer review snippets
<b>7. View Label vs Rank</b>	Looks at how different product types are rated	Help me choose best product types	Label vs Rank bar chart	Simple understanding of what label performs best	Some product types have low sample size	Show product count along with rating for context
<b>8. Draw</b>	Starts	Help me	Filters,	Insights lead	Too much	Provide

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Conclusions	forming insights from combined visualizations	make a decision or recommendation	highlighting, dashboards	to clear decisions (e.g., Best Brand for Dry Skin)	data without guidance	example use-cases or downloadable summary report