# Requirement Analysis Phase

# Customer Journey Map

| Date | 25 June 2025 |
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| Team ID | LTVIP2025TMID50397 |
| Project Name | cosmetic insights : navigating cosmetics trends and consumer insights with tableau |

| Phase | Entice (Awareness) | Enter (Consideration) | Engage (Exploration) | Exit (Decision & Purchase) | Extend (Post-Purchase) |
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| Steps | See social media ad or influencer video on skincareGoogle "best skincare for oily skin" | Visit Tableau dashboard or recommendation website | Filter by skin type (sensitive, oily, etc.)Compare products by brand, price, rating | Choose product → view purchase link or store info | Use product and return to rate or review it |
| Interactions | Click on ads/postsUse voice searchView influencer reels | Landing page with embedded Tableau dashboard | Interactive Tableau filters:- Skin type suitability- Brand- Price range- Product rating | Click on external link to product site or storePossibly add to wishlist | Email prompts, review submission forms, product re-purchase alerts |
| Goals & Motivations | Understand what product suits their skinFind safe/recommended options | Narrow down product list quickly and reliably | Select a product that suits skin and fits budget | Make a confident, informed purchase | Reflect and help others by reviewingReorder favorite products |
| Positive Moments | Relating to influencer with similar skin | Easy-to-use dashboard with filters | Seeing visual breakdown of brand vs rankingClear price comparison | Confidence in "Suitable" tag and rating match | Product worked well → leaves positive feedback |
| Negative Moments | Too many product options, feels overwhelming | Filters not working well or cluttered visuals | No explanation for "suitability" criteriaUnclear price units | Gets redirected to a broken product link | Product didn't match skin as expected, no support |

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|---|---|---|---|---|---|
| Areas of Opportunity | SEO, targeted ads for skin types | Improve dashboard loading timeHighlight top 5 products | Add "why suitable" tooltip, ingredient breakdownMobile-optimized dashboard | Provide best deals or alternatives | Collect feedback through dashboardEnable repurchase recommendations |