

Ideation Phase

Define the Problem Statements

Date	16 Jun 2025
Team ID	LTVIP2025TMID47450
Project Name	Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights
Maximum Marks	2 Marks

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 the challenges your customers face. 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.

I am	Describe customer with 4 key characteristics - who are they?	Describe the customer and their attributes here
I'm trying to	List their outcome or "Job" they care about - what are they trying to achieve?	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - what bothers them most?	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - how does it impact them emotionally?	Describe the emotions the result from experiencing the problems or barriers

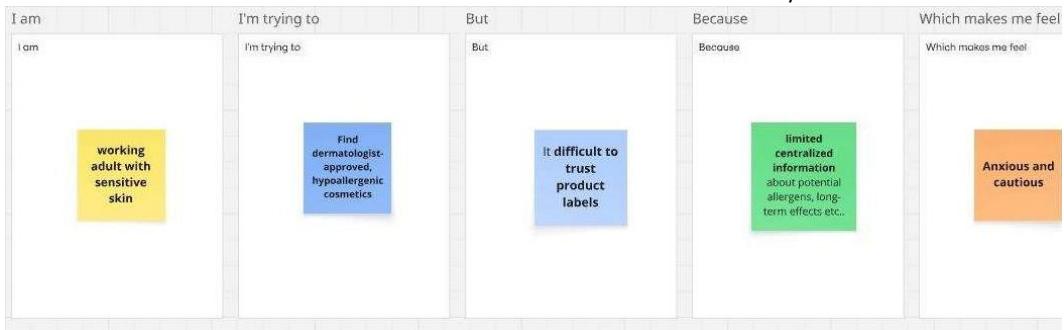
PS - 1

Problem-The Budget-Conscious Cosmetic Shopper

PS -2

I am	I'm trying to	But	Because	Which makes me feel
a college student	Find cost-effective product	trusted budget-friendly options	low-cost cosmetic products lack sufficient reviews, detailed ingredient information	Worried

Problem-The Skincare-Sensitive Cosmetic Buyer



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-I	College student	Find costeffective product	Trusted budgetfriendly options	Low-cost cosmetic products lack sufficient reviews, details etc	Worried
PS-2	Working adult with sensitive skin	Find dermatologist - approved , hypoallergenic cosmetics	Difficult to trust product labels	Limited centralized information	Anxious and Cautions