Project Design Phase
Problem – Solution Fit Template

Date	29 June 2025
Team ID	LTVIP2025TMID47602
Project Name	Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

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:

Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau

1. CUSTOMER SEGMENT(S)	6. CUSTOMER LIMIT ATIONS CS	6. CUSTOMER LIMITA(IONS
Cosmetic brands, marketing teams, product managers, consumer behavor analysts	Limited data literacy Budget constraints Legacy systems	EG. BUDGET, DEVICES Limited data literacy Legacy systems

2. PROBLEMS / PAINS - ITS FREQUENCY	7. PROBLEM ROOT / CAUSE PR	7. BEHAVIOR – ITS INTENSI ITY BE
Inability to predict cosmetic trends arly Lack of actionable consumor insight from raw data Difficulty tracking product performance across regions	Fragmented data sources Lack of centralized visual platform	Relying on outdated reports Hesitation to adopt new analytics tools Moderate use of insights in decision-making

3. TRIGGERS TO ACT TR	10. YOUR SOLUTION SL	8. CHANNELS OF BEHAVIOR CH
Falling behind competitors in market shar New product launch planning Decreasing consumer engagement	A Tableau-based interactive visshboard that aggregates and visualizes cosmetic trends, consu-mer preferences, and product performance—helping brands make informed, real-time decisions and stay ahead hmaket	Company websites, social media ads, influence feedback
4. EMOTIONS BEFORE / AFTER EM Frustration, uncertainty, pressoure from stakeholders		**ONLINE** l'n store sateś· **OFFLINE** In-store sales data, customer feedback forms

References:

1. https://www.ideahackers.network/problem-solution-fit-canvas/
2. https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe