Requirement Analysis

DATE	29 July 2025
TEAM ID	PNT2025TMID13974
PROJECT NAME	Cosmetic Management System
MAXIMUM MARKS	

Customer Journey Map

The customer journey map for the cosmetics store management system begins when a potential customer first discovers the platform through various touchpoints such as social media advertisements, search engine results, or word-of-mouth recommendations. Upon initial contact, customers are drawn to the visually appealing homepage that showcases trending cosmetic products, seasonal collections, and personalized recommendations based on skin type and beauty preferences. The awareness stage continues as customers browse through carefully curated product categories including skincare, makeup, fragrances, and beauty tools, with each product page featuring high-resolution images, detailed ingredient lists, customer reviews, and tutorial videos demonstrating proper application techniques.

System Touchpoints
Points where customers interact with the cosmetics store management system

Social media advertising	Store website product catalog	Appointment booking system	POS system interface	Customer support portal	Loyalty program dashboard
Google search results	Mobile app product browser	Beauty consultant mobile app	Payment processing system	Return/exchange system	Personalized marketing system
Beauty influencer partnerships	In-store digital displays	Customer profile system	Loyalty program integration	Product usage guidance app	Event management platform
Email marketing campaigns	QR code product information	Product recommendation engine	Digital receipt system	Feedback collection system	Referral tracking system
	Virtual try-on features	Digital color matching tools	Inventory management alerts		

Customer Experience
How customers feel and what they experience during interactions

Excited about new beauty possibilities	Impressed by product variety	Valued as individual customer	Satisfied with smooth checkout	Supported in product usage	Valued as loyal customer
Overwhelmed by options available	Confident in product information	Confident in expert advice	Happy with loyalty rewards	Confident in support quality	Excited about exclusive benefits
Curious about trending products	Engaged with interactive features	Excited about personalized solutions	Confident in purchase decision	Satisfied with problem resolution	Connected to brand community
	Comfortable with digital tools	Comfortable trying new products	Appreciated for loyalty		Proud to recommend store

Pain Points
Challenges and frustrations customers face during their journey

Information overload from multiple sources	Slow website loading times	Long wait times for appointments	Complex loyalty point redemption	Delayed response to inquiries	Irrelevant marketing communications
Difficulty finding reliable reviews	Limited product filtering options	Inconsistent consultant expertise	Limited payment options	Complicated return process	Expired loyalty rewards
Uncertainty about skin compatibility	Inconsistent stock information	Limited sample availability	Slow checkout process	Limited product usage guidance	Limited exclusive benefits
	Difficulty comparing similar products	Rushed consultation experience	Unclear return policies		

System Opportunities

Ways the cosmetics management system can improve the customer experience

AI-powered beauty trend analysis	Advanced product search with AI	Smart appointment scheduling	One-click loyalty redemption	24/7 chatbot support	Predictive marketing automation
Personalized content recommendations	Real-time inventory updates	Consultant expertise matching	Multiple payment integrations	Simplified return portal	Dynamic loyalty program
Smart notification system	AR virtual try-on features	Digital beauty profiling	Express checkout options	Video tutorials integration	Exclusive member experiences
	Intelligent product comparisons	Interactive consultation tools	Clear digital receipts	Proactive customer outreach	Community building features

Customer Emotions

Emotional states and feelings throughout the customer journey

😆 Excited	🤓 Analytical	😊 Trusting	😊 Satisfied	😊 Supported	🏆 Valued
🤔 Curious	😊 Interested	😄 Confident	💳 Committed	😌 Relieved	❤️ Loyal
😵 Overwhelmed	⚖️ Comparing	✨ Inspired	🎉 Accomplished	👍 Confident	🎙️ Advocate
🔍 Searching	🧴 Hopeful	💡 Enlightened	😊 Happy	😊 Satisfied	💥 Delighted