

Project Design Phase

Problem – Solution Fit Template

Date	29 June 2025
Team ID	LTVIP2025TMID49662
Project Name	Cosmetic Insights: Navigating Cosmetic 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:

Problem-Solution fit canvas 2.0

Purpose / Vision

<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Define CS, fit into CC</div> <div> <p>1. CUSTOMER SEGMENT(S) CS</p> <p><small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small></p> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 10px;"> <p>Young adults mostly women with skin concerns like acne, dullness or dry skin looking for affordable and effective skincare products</p> </div> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Define CS, fit into CC</div> <div> <p>6. CUSTOMER CONSTRAINTS CC</p> <p><small>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.</small></p> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 10px;"> <ul style="list-style-type: none"> Budget Skin sensitivity Online Product availability </div> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Define CS, fit into CC</div> <div> <p>5. AVAILABLE SOLUTIONS AS</p> <p><small>Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</small></p> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 10px;"> <ul style="list-style-type: none"> Visiting a dermatologist Using DIY/home remedies Buying popular products from ads </div> </div> </div>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Focus on J&P, tap into BE, understand RC</div> <div> <p>2. JOBS-TO-BE-DONE / PROBLEMS J&P</p> <p><small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small></p> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 10px;"> <ul style="list-style-type: none"> Finding Product that suit their Specific skin type Avoiding allergens or harsh ingredients Choosing product with a good to effectiveness ratio </div> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Focus on J&P, tap into BE, understand RC</div> <div> <p>9. PROBLEM ROOT CAUSE RC</p> <p><small>What is the real reason that this problem exists? What is the basic story behind the need to do this job? i.e. customers have to do it because of the change in regulations.</small></p> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 10px;"> <p>Many Customers don't understand which ingredients suit their skin type or concern- leading to poor product choices</p> </div> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Focus on J&P, tap into BE, understand RC</div> <div> <p>7. BEHAVIOUR BE</p> <p><small>What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; Indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</small></p> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 10px;"> <ul style="list-style-type: none"> Researching ingredients Filtering products by skin concern Reading online reviews and ratings </div> </div> </div>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Identify strong TR & EM</div> <div> <p>3. TRIGGERS TR</p> <p><small>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small></p> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 10px;"> <p>Seeing a friend or influencer use a product</p> <p>Reading reviews or dermatologist advice</p> </div> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Identify strong TR & EM</div> <div> <p>10. YOUR SOLUTION SL</p> <p><small>If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations. How does your solution solve a problem and matches customer behaviour?</small></p> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 10px;"> <p>A recommendation engine or platform that helps users select cosmetic products tailored to their skin type, concerns.</p> </div> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Identify strong TR & EM</div> <div> <p>8. CHANNELS of BEHAVIOUR CH</p> <p><small>What kind of actions do customers take online? Extract online channels from #7</small></p> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 10px;"> <p>Browsing product listings</p> </div> <p><small>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small></p> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 10px;"> <p>Visiting cosmetic stores and Asking friends</p> </div> </div> </div>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Identify strong TR & EM</div> <div> <p>4. EMOTIONS: BEFORE / AFTER EM</p> <p><small>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.</small></p> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 10px;"> <p>Before: confused, frustrated After: Confident</p> </div> </div> </div>		

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References:

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