

Ideation Phase

Define the Problem Statements

Date	12 June 2025
Team ID	LTVIP2025TMID51124
Project Name	Cosmetic Insights : Navigating cosmetics Trends And Consumer Insights With Tableau
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	<small>Describe customer with 3-4 key characteristics - who are they?</small>	Describe the customer and their attributes here
I'm trying to	<small>List their outcome or "job" the care about - what are they trying to achieve?</small>	List the thing they are trying to achieve here
but	<small>Describe what problems or barriers stand in the way - what bothers them most?</small>	Describe the problems or barriers that get in the way here
because	<small>Enter the "root cause" of why the problem or barrier exists - what needs to be solved?</small>	Describe the reason the problems or barriers exist
which makes me feel	<small>Describe the emotions from the customer's point of view - how does it impact them emotionally?</small>	Describe the emotions the result from experiencing the problems or barriers

Example1:

Customer Problem Statement Template				
I am	I'm trying to	But	Because	Which makes me feel
<div>I am</div> <div>A beauty-conscious consumer</div>	<div>I'm trying to</div> <div>Choose cosmetics that suit my skin & style</div>	<div>But</div> <div>I get confused by too many products and marketing terms</div>	<div>Because</div> <div>I lack trusted, personalized data on what works for my skin and tone</div>	<div>Which makes me feel</div> <div>Frustrated and unsure about what to buy</div>

Example2:

Customer Problem Statement Template

I am

I am

A cosmetics brand analyst

I'm trying to

I'm trying to

Understand current consumer trends to guide product launches

But

But

I can't clearly interpret buying behavior from scattered data sources

Because

Because

I lack a centralized dashboard that connects sales, reviews, and demographic insights

Which makes me feel

Which makes me feel

Overwhelmed and unable to make confident, data-driven decisions

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A beauty-conscious consumer	Choose cosmetics that suit my skin & style	I get confused by too many products and marketing terms	I lack trusted, personalized data on what works for my skin and tone	Frustrated and unsure about what to buy
PS-2	A cosmetics brand analyst	Understand current consumer trends to guide product launches	I can't clearly interpret buying behaviour from scattered data sources	I lack a centralized dashboard that connects sales, reviews, and demographic insights	Overwhelmed and unable to make confident, data-driven decisions