

Project Design Phase
Problem – Solution Fit Template

Date	12 June 2025
Team ID	LTVIP2025TMID51124
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:

1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> Marketing teams at cosmetic c Product developers focused on skincare Retail analysts in Beauty & e-commerce platforms R&D teams exploring ingredient impact 	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> Limited Tableau/data skills Fragmented and unstructured data Lack of real-time insight tools Detect market gaps based on price/rank imbalance 	5. AVAILABLE SOLUTIONS BE <ul style="list-style-type: none"> Google Trends, social listening tools, influencer tracking Basic Excel analytics Consultant driven research reports (slow and costly) Relying on sales data alone (no ingredient level insights)
2. JOBS TO-BE-DONE / PROBLEMS JAP <ul style="list-style-type: none"> Understand which ingredients contribute to product popularity Match products to skin types (Dry, Oily, Combo, Sensitive) Detect market gaps based on price/rank imbalance Identify trends across brands or customer reviews 	7. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> Too much unstructured product/ingredient data No linkage between ingredients and performance No skin type based product intelligence Teams making decisions based on gut or state reports 	6. BEHAVIOUR BE <ul style="list-style-type: none"> Browsing reviews, product/ingredient data Comparing product ranks manually Searching social media for ingredient trends (e.g., SkincareAddiction, Reddit) Filtering products based on skin concerns
7. TRIGGERS TP <ul style="list-style-type: none"> Which triggers customer to act? i.e. seeing their neighbors installing solar panels; reading about a more efficient solution in the news 	8. YOUR SOLUTION SL <ul style="list-style-type: none"> A: Tableau dashboard aggregating ingredient, price, rank, and skin type data Users can: <ul style="list-style-type: none"> Filter product compatibility Compare price vs. rating Track ingredient presence and performance 	8. CHANNELS OF BEHAVIOUR CH <ul style="list-style-type: none"> YouTube reviews, TikTok skincare influencers Reddit forums (//SkincareAddiction) Brand websites and e-commerce filters
8. EMOTIONS, BEFORE / AFTER OIM/ <ul style="list-style-type: none"> How do customers feel when they face a problem or job and afterwards? i.e., before: uncertain, confident in control = use it in your communication strategy 	B. BEFORE: Overwhelmed, guessing trends, reactive AFTER: insight driven, confident, data backed decisions AF	8.1 ONLINE CH <ul style="list-style-type: none"> YouTube reviews, TikTok skincare influencers Reddit forums (//SkincareAddiction) Brand websites and e-commerce filters