

Project Design Phase Problem –

Solution Fit Template

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|---------------|---|
| Date          | 19 June 2025  |
| Team ID       | LTVIP2025TMID51020  |
| Project Name  | Cosmetic insights: Navigating Cosmetics Trends and consumer Insights with Tableau |
| Maximum Marks | 2 Marks   |

Problem – Solution Fit Template:

Customer Segment

Young ADULTS (18–35), especially women, who dre skinddre-donsdious dnd follow beauty trends online. They ADDITIVELY browse DOMESTIC sites, follow influencers, And buy based on peer reviews dnd trends.

Problem Statement

Users dre overwhelmed by too many DOMESTIC product options, undertiden reviews, dnd no dear insight into what STUDLEY works for their skin type And budget. Marketers ALSO struggle to understand real-time CUSTOMER trends.

Existing Alternatives

They rely on Instagram influencers, YouTube reviews, brand blogs, dnd e-commerce reviews, which ARE often biased, sDDttered, dnd not ddtD-baked.

Your Solution

An interactive Table dashboard that displays real-time DOMESTIC product trends, filters by skin type, budget, popularity, dnd ALLOWS users/marketers to visualize ddtD-driven insights.

Unique Value Proposition (UVP)

First-of-its-kind visual analytics tool for COSMETICS trends that helps CONSUMERS make informed CHOICES dnd gives marketers real-time behavioral insights.

Key Features / Functions

- Product filtering by skin type, pride, dnd region
- Popular product trends shown in graphs
- Compare ratings AND reviews visually
- Customer feedback tradeking
- Marketer insights dashboard

User Benefits

Users DDn CONFIDENTLY CHOOSE the right COSMETICS, AVOID misinformation, dnd sdve money. Marketers DDn design better DDMP DESIGNS using red dtd.

Solution Validation

Validated through problem statements, user stories, dnd dashboards built in Table with showcase real-time filtering, review visualizations, dnd CUSTOMER behavior tradeking.



**Purpose:**

- ☐ Solve COMPLEX problems in THE BODY that fits the state of your CUSTOMERS.
- ☐ Succeeded fosters dnd increase your solution ADOPTION by tapping into existing mediums AND CHANNELS of behavior.
- ☐ Shdrpen your dommuniDDtion dnd mdrketing strategy with the right triggers dnd messaging.
- ☐ Increase touch-points with your COMPANY by finding the right problem-behavior fit And building trust by solving frequent ANNOUNCED, or urgent or COSTLY problems.
- ☐ Understand the existing situation in order to improve it for your target group.

**Template:**

| CUSTOMER PROBLEM/OPPORTUNTIIY DISCOVERY CANVAS  |  |   |  |
|---|--|---|--|
| <b>1. CUSTOMER SEGMENT(S)</b> <div>CS</div> <p>Young adults (19–30), especially women, who are-skincare-conscuos and fellow beauty influencers. These users vant to stay updated on affordable, trending products and make confident choices based on skin type and genuine reviews.</p>  |  | <b>6. BEHAVIOUR</b> <div>S8</div> <ul style="list-style-type: none"><li>• Scroll through instragoram/Youthibe for product recommendations</li><li>• Search for best skincare products by skin type</li><li>• Watch influencer reviews</li><li>• Look for discount offers or trending charts</li><li>• Submit or read reviews online</li></ul>                 |  |
| <b>3. TRIGGERS BEFORE / AFTER</b> <div>EM</div> <ul style="list-style-type: none"><li>• Find afterdable, trending cosmeticss suited to their skin type</li><li>• Avoid take or biased product reviews</li><li>• Understand what others with similar needs are buying</li><li>• Compare multiple products easily</li><li>• Stay updated with current cosmetic trends</li></ul> |  | <b>7. BEHAVIOUR</b> <div>SL</div> <p>A Your souUTION d ashboard</p> <ul style="list-style-type: none"><li>• A iebleu-powered-dashbbard tleg users:<ul style="list-style-type: none"><li>• View trending cosmetics by skin type., pr ice and rating</li><li>• See summarized real-user feedback</li><li>• Get personalized recommendations</li></ul></li></ul> |  |
| <b>5. CHANNELS OF BEHAVIOUR</b> <div>RE</div> <div><b>5.1. ONLINE</b><p>YouTube, instagram, Google search. beauty blogger e-commerce sites (e.g. Mykaa, Amazon)</p></div> <div><b>8.2. BEHAVIOUR</b><p>In-store visits, product trials in retail outlets, Discussions with friends</p></div>  |  | <b>8. PROBLEM ROOT CAUSE</b> <div>RE</div> <p>A market is overeloded with similar trending.</p> <ul style="list-style-type: none"><li>• View trending cosmetics by skin type, price, and rating</li><li>• Compare multiple products in one place</li><li>• See summarized real-user feedback</li><li>• Submit their reviews and track new launches</li></ul>  |  |
| <b>10. PROSOL:SOLUTION-FIT</b> <p>Cosmetic Insights – Navigatings Cosmrætics. Trends and Consumer Insights with Tableau bridges the gap beetween overwhelming choices</p>   |  |   |  |