PROJECT DESIGN PHASE
PROPOSED SOLUTION TEMPLATES

DATE	22 JUNE 2025
TEAM ID	LTVIP2025TMID52211
PROJECT NAME	COSMETIC INSIGHTS: NAVIGATION COSMETICS TREND AND CONSUMER INSIGHTS WITH TABLEAU
MAXIMUM MARKS	2 MARKS

PROPOSED SOLUTION TEMPLATES:

1.PROBLEM STATEMENT	Consumers face confusion and frustration when choosing skincare products. Generic solutions fail to address individual skin needs, and misinformation on digital platforms results in poor skincare decisions, leading to wasted money and recurring skin issues.
2.IDEA / SOLUTION	Cosmetic Insights is an AI-powered mobile platform that offers hyper-personalized skincare guidance through image-based skin analysis, product matching, and ingredient safety insights. It enables users to build, track, and optimize skincare routines backed by dermatological standards
3.NOVELITY / UNIQUENESS	- AI-driven facial skin condition recognition - Ingredient-level analysis with allergen alerts - Custom routine planner integrated with user goals - Real-time feedback loop for evolving skin conditions
4.SOCIAL IMPACT / CUSTOMER FEEDBACK	- Reduces skin damage caused by product mismatch - Empowers users with knowledge and confidence - Improves mental well-being and body image satisfaction
5.BUSINESS MODEL	- Freemium mobile app with tiered subscription plans - Commission from affiliate product purchases - Data insights monetization via brand partnerships (anonymized)

6.SCALIBILITY OF THE SOLUTION	- Expandable to global markets with multilingual support - Easily integrable with cosmetic brand APIs and ecommerce - Capable of vertical growth into haircare, body care, and wellness - Community-driven insights and reviews enhance engagement and growth.