

# CUSTOMER JOURNEY MAP

DATE	21 JUNE 2025
TEAM ID	LTVIP2025TMID52211
PROJECT NAME	COSMETIC INSIGHTS : NAVIGATION COSMETIC TRENDS AND CUSTOMER INSIGHTS TABLEAU
MARKS	4 MARKS

## Functional Requirements

FR No.	Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
FR-1	Product Data Collection	Import cosmetic product data from CSV or online API Automatically fetch price, rank, and skin type suitability
FR-2	User Interaction	Filter products by brand, price range, or skin type View product trends based on rank and sentiment
FR-3	Insights Generation	Perform sentiment analysis on ingredients or reviews Generate product ranking dashboards in Tableau
FR-4	Visualization & Reporting	Export dashboard insights as PDF, PNG, or Excel Share dashboards through email or download links
FR-5	Authentication & Access Control	Role-based access for analyst, marketing, and admin Login via Email, LinkedIn, or Google

## ☐ Non-functional Requirements

NFR No.	Non-Functional Requirement	Description
NFR-1	Usability	User-friendly interface with intuitive filters and graphs
NFR-2	Security	Secure authentication, data access protection, and encryption
NFR-3	Reliability	Accurate visual analytics with minimal downtime

## Cosmetic insights- solution requirment

NFR-4	Performance	Fast filtering, real-time dashboard updates using efficient data queries
NFR-5	Availability	24/7 access to dashboards for teams and stakeholders
NFR-6	Scalability	Able to handle increasing product data and user roles without performance loss