PROBLEM-SOLUTION FIT FOR COSMETIC INSIGHTS

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TEAM ID	LTVIP2025TMID52211
PROJECT NAME	COSMETIC INSIGHTS: NAVIGATING COSMETIC TREND AND CONSUMER INSIGHTS WITH TABLEAU
MARKS	4 MARKS

PROBLEM SOLUTION FIT TEMPLATE:

A problem-solution fit template for cosmetics insights is a structured approach to identifying and validating cosmetic needs and developing corresponding solutions .It helps businesses understand customer problems, assess existing solutions, and create products or services that effectively address those needs .This framework is crucial for startups and established companies alike, guiding them towards product-market fit by focusing on solving real customer problems.

PURPOSE:

Many customers say their moisturizer feels greasy and causes breakouts.

You create a lightweight, non-comedogenic (won't clog pores) moisturizer.

Problem-Solution Fit: You now have a product that solves an actual issue customer have.

Problem-solution fit = Making sure your cosmetic product solves a real, specific beauty problem your customers face.

Template:

Problem – Solution Fit Template:
- ✔ Solve complex problems based on your customer's current situaion.
- ✔ Accelerate solution adoption by matching existing behaviors.
- ✔ Improve communication and marketing with sharper triggers amessaging
- ✔ Build trust by resolving urgent, frequent, or costly pan points.
- ✔ Analyze the existing situation to improve the lives of your targert group

Target Customer Segment	**Problem Description**
Consumers who use skincare and cosmetic products	Consumers have difficulty finding cosmetics that meet their specific needs and preferences
Impact of the Problem	**Customer's Current Behavior**
Frustration from purchasing unsultable products: wasted money; difficulty in selecting effective solutions	Rely on online reviews, recommendations. and trial-error select cosmetics
Why Current Solutions Are Not Enough	**Why Your Solution Works**
General solutions do not provide personalized insights into customers' preferences, or ncern	Leverages user data to provide tallored product suggestions to each customer's profile
Your Solation	**Assumptions & Hypotheses**
An online platform that offers personalized insights and recommendations for cometics baseon individual needs	Consumers are seeking personalized cosmetic recommendations. and will trust the platform insights
Next Steps	**Next Steps**
Develop a prototype of platform and conduct user testing to	Develop a prototype of platform and conduct user testing to vai-