**PROJECT DESIGN PHASE**

**PROPOSED SOLUTION TEMPLATES**

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| 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:**

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| 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. |