

Project Design Phase

Problem – Solution Fit Template

Date	1 July 2025
Team ID	LTVIP2025TMID48098
Project Name	Cosmestic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- Solve complex problems in a way that fits the state of your customers.
- Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behaviour.
- Sharpen your communication and marketing strategy with the right triggers and messaging.
- Increase touch-points with your company by finding the right problem-behaviour fit and building trust by solving frequent annoyances, or urgent or costly problems.
- **Understand the existing situation in order to improve it for your target group.**

Template:

Problem-Solution Fit canvas

Purpose / Vision:
Version:

<div style="background-color: #f8d7da; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">1. CUSTOMER SEGMENT(S) CS</div> <div style="background-color: #fff; padding: 5px; border: 1px solid #ccc;"> <p>The primary customers are cosmetic product companies, marketing teams in the beauty industry, retailers selling skincare and makeup products, product</p> </div>	<div style="background-color: #fff3cd; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">6. CUSTOMER LIMITATIONS CL</div> <div style="background-color: #fff; padding: 5px; border: 1px solid #ccc;"> <p>Customers often have limited knowledge of data visualization tools, budget, no dedicated analytics teams, and device limitations</p> </div>	<div style="background-color: #d1ecf1; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">5. AVAILABLE SOLUTIONS AS</div> <div style="background-color: #fff; padding: 5px; border: 1px solid #ccc;"> <p>Current solutions include tools like Google Trends, social media listening platforms, manual market research methods, and generic business</p> </div>
<div style="background-color: #fff3cd; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">2. PROBLEMS / PAINS PR</div> <div style="background-color: #fff; padding: 5px; border: 1px solid #ccc;"> <p>These customers face difficulty identifying fast-changing cosmetic trends. They lack centralized, visual insights into consumer preferences. There are delays in reacting to real-time market demands, poor targeting in marketing campaigns, and uninformed product development</p> </div>	<div style="background-color: #fff3cd; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">9. PROBLEM ROOT / CAUSE RC</div> <div style="background-color: #fff; padding: 5px; border: 1px solid #ccc;"> <p>The root causes include data being scattered across platforms, lack of tools that provide real-time visualization, difficulty in interpreting unstructured consumer feedback, and the absence of industry-specific analytics in the cosmetic domain</p> </div>	<div style="background-color: #fff3cd; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">7. BEHAVIOR BE</div> <div style="background-color: #fff; padding: 5px; border: 1px solid #ccc;"> <p>Customers often rely on influencer marketing without validating trends through data. They tend to launch products based on seasonal patterns or assumptions, use outdated data, and exhibit only moderate intensity toward seeking better insights.</p> </div>
<div style="background-color: #d1ecf1; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">3. TRIGGERS TO ACT TR</div> <div style="background-color: #fff; padding: 5px; border: 1px solid #ccc;"> <p>A sudden drop in product sales or customer engagement triggers action. Competitor success driven by data</p> </div>	<div style="background-color: #d1ecf1; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">10. YOUR SOLUTION SL</div> <div style="background-color: #fff; padding: 5px; border: 1px solid #ccc;"> <p>Our solution is an interactive Tableau dashboard designed specifically for the cosmetics industry. It integrates multiple data sources like social media, sales, and reviews to deliver real-time trend visualizations, segmented consumer insights, and actionable recommendations, all in an accessible format for both technical and non-technical users.</p> </div>	<div style="background-color: #d1ecf1; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">8. CHANNELS of BEHAVIOR CH</div> <div style="background-color: #fff; padding: 5px; border: 1px solid #ccc;"> <p>Online behavior includes following trends on Instagram and TikTok, participating in beauty forums like Reddit, searching on YouTube or Google, and browsing product reviews on e-commerce platforms. Offline behavior includes analyzing</p> </div>
<div style="background-color: #d1ecf1; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">4. EMOTIONS EM</div> <div style="background-color: #fff; padding: 5px; border: 1px solid #ccc;"> <p>Before using the solution, customers feel frustrated, confused, and reactive, with a fear of missing key trends.</p> </div>		

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