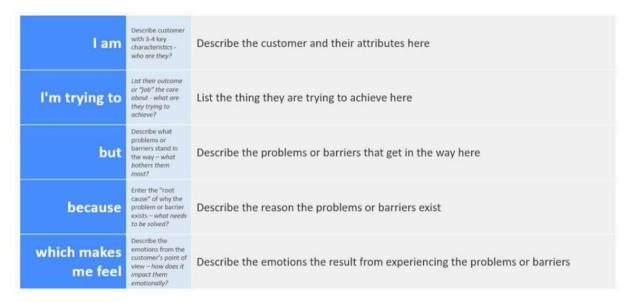
Ideation Phase Define the Problem Statements

Date	16 Jun 2025
Team ID	LTVIP2025TMID49175
Project Name	Cosmetic Insights : Navigating Cosmetics Trends
	and Consumer Insights
Maximum Marks	2 Marks

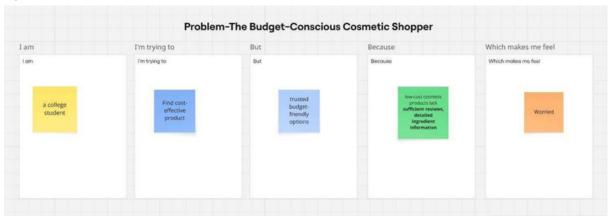
Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.



PS-1





Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	College student	Find cost- effective product	Trusted budget- friendly options	Low-cost cosmetic products lack sufficient reviews, details etc	Worried
PS-2	Working adult with sensitive skin	Find dermatologist - approved , hypoallergeni c cosmetics	Difficult to trust product labels	Limited centralized information	Anxious and Cautions