**Project Design Phase**

**Problem – Solution Fit Template**

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| Date | 09 June 2025 |
| Team ID | LTVIP2025TMID49212 |
| Project Name | Cosmetic 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 behavior.
* Sharpen your communication and marketing strategy with the right triggers and messaging.
* Increase touch-points with your company by finding the right problem-behavior 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:**

Calendar

Description automatically generated

References:

1. <https://www.ideahackers.network/problem-solution-fit-canvas/>
2. <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>

## Filled Problem – Solution Fit Table for Project

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| Target Customer Segment | Cosmetics brand strategists, product innovation leads, marketing analysts, and quality assurance managers. |
| Top Problems Faced | 1. Fragmented consumer behavior and product review data across platforms 2. Lack of real-time insights to respond to shifting consumer preferences 3. Limited predictive tools for anticipating trends and innovating products |
| Existing Alternatives | - Manual data collection from e-commerce platforms and social media - Disconnected analytics reports - Traditional market research methods lacking visualization depth |
| Your Solution | A dynamic Tableau dashboard that integrates data on consumer preferences, product feedback, and trend analysis—offering real-time, visual insights for strategic decisions. |
| Unique Value Proposition | Real-time, unified, and interactive cosmetic industry dashboard that empowers decision-making, fosters innovation, and improves consumer engagement. |
| Key Metrics | - Number of dashboard interactions - Engagement time per user - Frequency of trend and sentiment updates - Actionable insights generated and adopted |
| Channels | - Tableau Public and company intranet - Shared through B2B beauty industry networks, webinars, product strategy teams, and social media |
| Early Adopters | - Product R&D teams in cosmetic companies - Beauty trend analysts - Marketing and brand strategy teams - Consumer safety and compliance departments |