

Ideation Phase

Define the Problem Statements

Date	22 June 2025
Team ID	LTVIP2025TMID48676
Project Name	Cosmetic Insights
Maximum Marks	4 Marks



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a first-time pageant contestant	prepare confidently for the talent round	I'm confused about the expectations	the guidelines provided are unclear and scattered	Nervous and underprepared
PS-2	an experienced contestant	showcase my personality during interviews	I feel restricted during interactions	the interview format is rigid and lacks openness	Frustrated and unable to express fully