

Project Design Phase

Problem – Solution Fit Template

Date	24 June 2025
Team ID	LTVIP2025TMID48676
Project Name	Cosmetic Insights
Maximum Marks	2 Marks

Problem-Solution Fit canvas
 Purpose / Vision
 Version:

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS Cosmetics brands, marketing managers, R&D teams, and consumer	6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> Budget constraints for advanced analytics tools	5. AVAILABLE SOLUTIONS AS <small>PROS & CONS</small> Basic analytics from social media platforms	Explore AS, differentiate
	2. PROBLEMS / PAINS PR <small>+ ITS FREQUENCY</small> <ul style="list-style-type: none"> Track market trends to stay ahead Respond to negative feedback before it impacts brand trust 	9. PROBLEM ROOT / CAUSE RC <ul style="list-style-type: none"> Decisions often based on intuition, not data Slow or delayed access to consumer feedback 	7. BEHAVIOR BE <small>+ ITS INTENSITY</small> Product teams look at last quarter's sales before R&D planning	
Focus on PR, tap into BE, understand RC	3. TRIGGERS TO ACT TR Negative online reviews or a dip in social media	10. YOUR SOLUTION SL A Tableau-based interactive dashboard that integrates product sales, consumer sentiment, and market trends.	8. CHANNELS of BEHAVIOR CH Monitor product feedback on e-commerce	Extract online & offline CH of BE
	4. EMOTIONS EM <small>BEFORE / AFTER</small> Before: Overwhelmed, reactive, uncertain about		OFFLINE Distributor reports and feedback sessions	

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