

PROBLEM-SOLUTION FIT FOR COSMETIC INSIGHTS

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TEAM ID	LTVIP2025TMID51460
PROJECT NAME	COSMETIC INSIGHTS: NAVIGATING COSMETIC TREND AND CONSUMER INSIGHTS WITH TABLEAU
MARKS	4 MARKS

PROBLEM SOLUTION FIT TEMPLATE:

A problem-solution fit template for cosmetics insights is a structured approach to identifying and validating cosmetic needs and developing corresponding solutions. It helps businesses understand customer problems, assess existing solutions, and create products or services that effectively address those needs. This framework is crucial for startups and established companies alike, guiding them towards product-market fit by focusing on solving real customer problems.

PURPOSE:



Many customers say their moisturizer feels greasy and causes breakouts.

You create a lightweight, non-comedogenic (won't clog pores) moisturizer.

✅ Problem-Solution Fit: You now have a product that solves an actual issue customer have.

Problem-solution fit = Making sure your cosmetic product solves a real, specific beauty problem your customers face.

Template:

Problem - Solution Fit Template: <ul style="list-style-type: none">✓ Solve complex problems based on your customer's current situation.✓ Accelerate solution adoption by matching existing behaviors.✓ Improve communication and marketing with sharper triggers and messaging.✓ Build trust by resolving urgent, frequent, or costly pain points.✓ Analyze the existing situation to improve the lives of your target group.		
	Target Customer Segment Consumers who use skincare and cosmetic products	Problem Description Consumers have difficulty finding cosmetics that meet their specific needs and preferences
	Impact of the Problem Frustration from purchasing unsuitable products; wasted money; difficulty in selecting effective solutions	Customer's Current Behavior Rely on online reviews, recommendations, and trial-error select cosmetics
	Why Current Solutions Are Not Enough General solutions do not provide personalized insights into customers' preferences, or concern	Why Your Solution Works Leverages user data to provide tailored product suggestions to each customer's profile
	Your Solution An online platform that offers personalized insights and recommendations for cosmetics based on individual needs	Assumptions & Hypotheses Consumers are seeking personalized cosmetic recommendations, and will trust the platform insights
	Next Steps Develop a prototype of platform and conduct user testing to	Next Steps Develop a prototype of platform and conduct user testing to validate