Ideation Phase
Define the Problem Statements

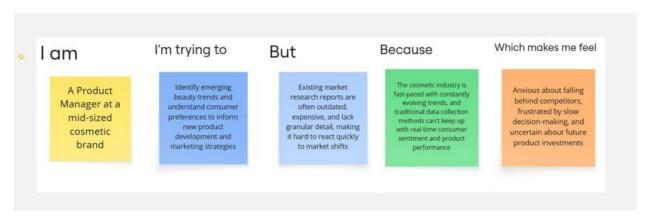| Date	28 June 2025
Team ID	LTVIP2025TMID47440
Project Name	**Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau**
Maximum Marks	2 Marks

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.

I am	Describe customer with 3-4 key characteristics - *who are they?*	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - *what are they trying to achieve?*	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way – *what bothers them most?*	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists – *what needs to be solved?*	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view – *how does it impact them emotionally?*	Describe the emotions the result from experiencing the problems or barriers

Reference: https://miro.com/templates/customer-problem-statement/

Example:

I am	I'm trying to	But	Because	Which makes me feel
A Product Manager at a mid-sized cosmetic brand	Identify emerging beauty trends and understand consumer preferences to inform new product development and marketing strategies	Existing market research reports are often outdated, expensive, and lack granular detail, making it hard to react quickly to market shifts	The cosmetic industry is fast-paced with constantly evolving trends, and traditional data collection methods can't keep up with real-time consumer sentiment and product performance	Anxious about falling behind competitors, frustrated by slow decision-making, and uncertain about future product investments

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A Product Manager at a mid-sized cosmetic brand	Identify emerging beauty trends and understand consumer preferences to inform new product development and marketing strategies	Existing market research reports are often outdated, expensive, and lack granular detail, making it hard to react quickly to market shifts	The cosmetic industry is fast-paced with constantly evolving trends, and traditional data collection methods can't keep up with real-time consumer sentiment and product performance	Anxious about falling behind competitors, frustrated by slow decision-making, and uncertain about future product investments
PS-2	An e-commerce Marketing Analyst for a multi-brand online beauty retailer	Optimize my marketing campaigns and product promotions to increase sales and customer engagement on our platform	I lack real-time insights into which cosmetic products are trending on social media or gaining traction with specific consumer segments, making my campaigns less effective	Manually tracking disparate data sources (social media, competitor activity, search trends) is time-consuming and doesn't provide a unified view of what's currently driving consumer interest in cosmetics	Frustrated by missed opportunities, inefficient with my ad spend, and unsure how to best target our diverse customer base

2.2 Empathy map

THINK & FEEL

Beliefs
Inspiration
Worry Points

HEAR

Media Engagement
Review
Recommendations

SEE

Environment
Market Changes
Views for Product

Routine Activity
User Behavior

SAY & DO

PAIN

Frustrations
Challenges Problems

GAIN

What user wants
to achieve?