

## Project Design Phase

### Problem – Solution Fit Template

Date	28 June 2025
Team ID	LTVIP2025TMID47440
Project Name	<b>Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau</b>
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:

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> 1. Young adults, teenagers, and working professionals interested in skincare and cosmetics. 2. Beauty-conscious consumers. Social media influencers in the beauty sector.	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span> 1. Limited budget for premium cosmetics. Fear of counterfeit products. 2. Skin sensitivity to certain ingredients. Limited product awareness in smaller towns.	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> 1. Social media platforms (YouTube, Instagram) for beauty trends and reviews. 2. E-commerce websites with customer reviews and trial packs. 3. Beauty subscription boxes for affordable product trials.	Explore AS, differentiate
	<b>2. JOBS-TO-BE-DONE / PROBLEMS (J&amp;P)</b> <span>J&amp;P</span> 1. Finding reliable, affordable, and skin-friendly cosmetic products. 2. Discovering new trends and products quickly. 3. Accessing genuine product reviews and comparisons.	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> 1. Lack of trust in product claims due to fake reviews. 2. Price sensitivity prevents customers from trying premium brands. 3. Inadequate education on skin types and product suitability.	<b>7. BEHAVIOUR</b> <span>BE</span> 1. Customers rely heavily on peer reviews and influencer endorsements. 2. Preference for products with trial sizes. 3. Engage in online research and watch tutorial videos before purchase.	
Focus on J&P, tap into BE, understand RC	<b>3. TRIGGERS</b> <span>TR</span> Influencers promoting new cosmetics on social media.	<b>10. YOUR SOLUTION</b> <span>SL</span> Develop a <b>trusted cosmetics insights platform</b> offering: Verified user reviews. Honest product comparisons. Affordable trial kits.	<b>8. CHANNELS OF BEHAVIOUR</b> <span>CH</span> <b>Online:</b> Instagram, YouTube, beauty blogs, e-commerce platforms (Nykaa, Amazon). <b>Offline:</b> Beauty stores, pharmacy counters, learning from friends, in-store promotions.	Extract online & offline CH of BE
	<b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span> <b>Before:</b> Confused, overwhelmed by choices, fear of skin reactions. <b>After:</b> Confident, satisfied, excited to try and recommend the product.			
Identify strong TR & EM				

#### References:

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