

## Ideation Phase

### Define the Problem Statements

Date	24 January 2024
Team ID	LTVIP2025TMID50993
Project Name	Cosmetic Insights : Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	2 Marks

#### Customer Problem Statement :

##### **I am...**

A cosmetics user who deeply cares about my skin health, appearance, and finding the right products that suit my personal needs — whether it's related to skin type (oily, dry, sensitive), lifestyle, or ethical values (like cruelty-free or sustainable products).

##### **I'm trying to...**

Discover and choose cosmetic products that are genuinely suited for my specific skin concerns, preferences, and budget, while staying updated on trends and making informed decisions.

##### **But...**

I often face confusion and overwhelm due to the abundance of product choices, inconsistent or unclear labeling, and a lack of personalized recommendations that reflect my unique needs.

##### **Because...**

Many brands and retailers present generic information, prioritize trends over transparency, and fail to offer user-friendly insights based on real consumer experiences or needs.

##### **Which makes me...**

Feel frustrated, uncertain, and hesitant to try new products — leading to poor purchase experiences, wasted money, and dissatisfaction with my cosmetic journey.

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

Customer Problem Statement

I am

I'm trying to

But

Because

Which makes me feel

a skincare-conscious customer

find products that match my skin type

the labels and product info are unclear

brands don't provide enough guidance or personalization

frustrated and unsure about what to buy

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a customer with dry skin	find hydrating products that prevent flakiness	most products don't last or worsen dryness	they lack proper moisturizing ingredients	disappointed and reluctant to try new items
PS-2	a customer with sensitive skin	find cosmetics that don't irritate my skin	many products cause redness or itching	brands don't clearly list potential irritants	worried and unsafe using new products