

Project Design Phase
Problem – Solution Fit Template

Date	26 June 2025
Team ID	LTVIP2025TMID49104
Project Name	Cosmetic Insights _ Navigating Cosmetics Trends and Consumer Insights with Tableau
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 skincare and cosmetic shopping problems in a way that fits the needs and habits of your customers.
- ☐ Succeed faster and increase product adoption by tapping into existing shopping behaviors and trusted channels.
- ☐ Sharpen your marketing strategy with the right messages and triggers that address real cosmetic buying pain points.
- ☐ Build trust and loyalty by solving frequent frustrations, like lack of product info, stock issues, or fake product risks.
- ☐ Understand the real-life customer experience to improve it and deliver clear, authentic cosmetic solutions.

Template:

1. CUSTOMER SEGMENT(S)	CS	6. CUSTOMER CONSTRAINTS (J&P)	CC	5. AVAILABLE SOLUTIONS (AS)	AS
	<ul style="list-style-type: none"> Young adult skincare enthusiasts People with sensitive skin Customers looking for cruelty free organic products 	<ul style="list-style-type: none"> Limited product availability No detailed product info Relying on reviews or recommendations No stock alerts or reminders 	<ul style="list-style-type: none"> Buying in local cosmetic stores Chattering from big online marketplace Relying on reviews and recommendations Checking brand websites manually 		
2. JOBS TO-BE DONE / PROBLEMS	J&F	7. BEHAVIOUR (BE)	BE	7. BEHAVIOUR	BE
	<ul style="list-style-type: none"> Find the right moisturizer for sensitive skin Get clear ingredient information before buying Reorder favorite products easily Avoid buying counterfeit cosmetics 	<ul style="list-style-type: none"> Compare multiple brands Read and share reviews online Follow influencers for advice Ask friends for recommendations 	<ul style="list-style-type: none"> Compare multiple brands Read and share reviews online Follow influencers for advice Ask friends for recommendations 		
3. TRIGGERS (TR)	TR	8. PROBLEM ROOT CAUSE	RC	8. CHANNELS OF BEHAVIOUR (CH)	CH
	<ul style="list-style-type: none"> Running out of current product Seeing new trends on social media Recommendations from influencers Discounts and stock alerts 	<ul style="list-style-type: none"> Lack of detailed product data No real-time stock management No transparency on authenticity Overwhelming product options with guidance 	8.1. ONLINE <ul style="list-style-type: none"> Brand websites Social media (Instagram, YouTube) Online beauty stores & apps Reviews and beauty blogs 		
4. EMOTIONS: BEFORE / AFTER	AFTER	10. YOUR SOLUTION (SL)	SL	8.2. OFFLINE	
	<p>Before: Confused, worried, frustrated about: take products missing details after</p> <p>After: Confident, reassured, loyal to the brand, happy about good skin results</p>	<ul style="list-style-type: none"> Easy to-use platform with verified product info Ingredient breakdown for each product Restock notifications and loyalty perks Authentic reviews from real customers 	<ul style="list-style-type: none"> Visiting cosmetic retail shops Buying in supermarkets or pharmacies Asking in-store consultants 		