Project Design Phase
Problem – Solution Fit Template

Date	03 July 2025
Team ID	LTVIP2025TMID50344
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 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:

Category	Description
Customer Segment	Cosmetic brand managers, product developers, marketing teams, trend analysts.
Key Problem(s)	Difficulty understanding fast-changing cosmetic trends, consumer preferences, and feedback across categories.
Why it's a problem	Leads to poor product launches, missed trends, weak marketing campaigns, and low customer satisfaction.
Existing Alternatives	Manual analysis of reviews, Excel-based reports, time-consuming surveys, inconsistent competitor research.
Your Solution	Tableau dashboards that visualize cosmetic product trends, sentiment analysis, category ratings, and price-performance comparisons.
Main Benefit	Clear, visual, and actionable insights to identify emerging trends, understand customer needs, and improve data-driven marketing and development.
Success Criteria	Better product-market fit, faster trend identification, enhanced customer engagement, and informed strategic decisions.

References:

1.   https://www.ideahackers.network/problem-solution-fit-canvas/

2.   https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe