Brainstorming and Ideation

Date	15 February 2026
Team ID	**LTVIP2026TMIDS74272**
Project Name	**Cosmetic Insights: Navigating Cosmetics Trends and Consumer Insights with Tableau**
Maximum Marks	3 Marks

Define Problem Statements (Customer Problem Statement Template):
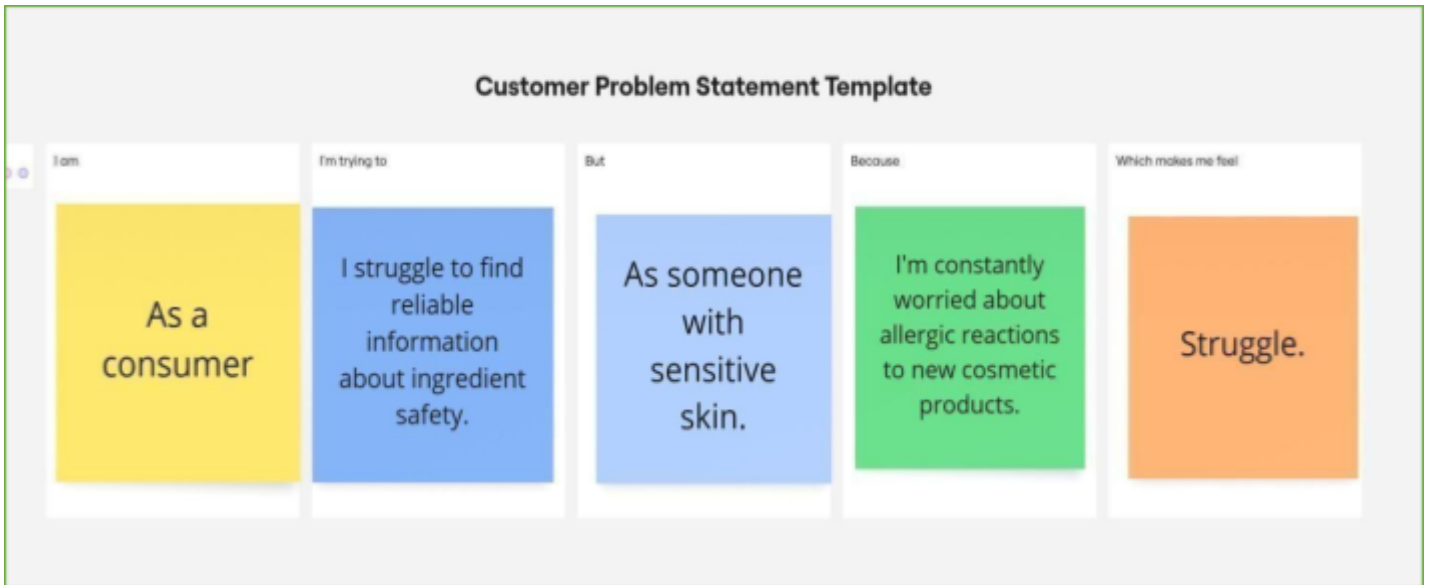
Problem Statement -1

Problem Statement -2

Problem Statement-3

Customer Problem Statement Template

I am	I'm trying to	But	Because	Which makes me feel
As a consumer	I struggle to find reliable information about ingredient safety.	As someone with sensitive skin.	I'm constantly worried about allergic reactions to new cosmetic products.	Struggle.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	As a consumer	I struggle to keep up with rapidly Changing cosmetic trends.	I often feel overwhelmed by the sheer volume of new products and information.	It difficult to know what's truly effective for me.	Confused.
PS-2	As a consumer	Lack of personalized cosmetic Recommendations.	Consider my unique skin type, concerns, and preferences.	Resulting in a trail-and-error approach that's both costly and time consuming.	I'm frustrated
Ps-3	As a consumer	I struggle to find Reliable information About ingredient Safey.	As someone With sensitive Skin.	I'm constantly Worried about Allergic reactions to new cosmetic products.	Struggle.