

Project Initialization and Planning Phase

Date	15 March 2025
Team ID	LTVIP2025TMID25146
Project Name	Cosmetics Insights
Maximum Marks	3 Marks

Define Problem Statements (Customer Problem Statement Template):

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love. A well-articulated customer problem statement allows you and your team to find the ideal solution for your customers' challenges. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

I am	Describe customer with 3-5 key characteristics - who are they?	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" they are doing - what are they trying to achieve?	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - what do they need?	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - how does it impact them emotionally?	Describe the emotions the result from experiencing the problems or barriers

Reference: <https://miro.com/templates/customer-problem-statement/>

Example:

I am	I'm trying to	But	Because	Which makes me feel
a traveler	book flights on my phone	it takes a long time	The website is not responsive and doesn't have a mobile version	Frustrated

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
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PS-1	A consumer looking for the best cosmetic products for my skin type.	Find the right skincare and makeup products that suit my skin type and preferences.	There are too many options , and I am unsure which product works best for me.	Product information, ranking, and reviews are often inconsistent or unclear.	Frustrated and uncertain about my purchase decisions.
PS-2	A consumer concerned about the effectiveness of beauty products.	Purchase high-quality cosmetics that deliver the promised results.	Many products have misleading claims, and their true effectiveness is unclear	There is no centralized way to compare product rankings, skin suitability, and price.	Skeptical about spending money on products that may not work.
PS-3	A consumer looking for skincare products with sun protection.	Find a moisturizer or foundation with SPF that suits my skin type.	Many products either lack SPF or don't specify how effective their sun protection is.	Brands often do not highlight sun protection details in product descriptions.	Concerned about protecting my skin from sun damage.

PS-4	A cosmetic brand owner or retailer.	Develop and market products that meet customer demands	I lack clear insights into which skin types need better product options	Consumer feedback and market trends are scattered across different platforms.	Unsure about where to focus my product development efforts.
PS-5	A consumer comparing cosmetic products by price and performance.	Find an affordable product that is also highly rated.	Expensive products don't always have better rankings, and cheaper ones may be just as good.	There is no direct correlation available between price and ranking in an easy-to-understand format.	Uncertain about whether I am getting value for my money.