Project Design Phase
Problem – Solution Fit Template

Date	26 June 2025
Team ID	LTVIP2025TMID50332
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:

1. CUSTOMER SEGMENT(S) **CS**	6. CUSTOMER CONSTRAINTS **CC**	5. AVAILABLE SOLUTIONS **BE**
• Marketing taams at cosmetic c •• Product developers focused on scincare • Retail analysts in Beauty & e-commerscee platforms • R&D teams exploring ingredient impact	• Limited Tableau/data skills.- mleundfrem/rad • Fragmented and unstructured data • Lack of real-time insight tools • Detect marzoil. gaps based önrpnenk imbalance	• Google Trends, social listening tolor, influencer tracking • Basic Excel analytics • Sonsultant direen rescearch reports (slow and costty) • Belying on sales data alone (no ingredient level inis

2. JOBS TO-BE-DONE / PROBLEMS **JAP**	7 PROBLEM ROOT CAUSE **RC**	6. BENAVIOUR **BE**
• Undersland which ingredients contribute to poduct porulañty • March products-trokin types (Ory, Olly, Combo, Sensitive) • Detect market gaps based on price rank imbalance • Identify trends across brands or customer reviews	• Toe muck-unstructured product/nigredient Bata • No linkage between ingredients and performance • No skin type -based product intelligence • Teams making decisions based un gut or state repots	• Browsing reviews seed„ product/ingredient data • Comparing preduct ranks manually • Searching social media for ingredient trence· (e g.) (Sitail Mocrn; Rehmy) • Filtering products based on skin concerns

7. TRIGGERS **TP**	8. YOUR SOLUTION **SL**	8. CHANNELS OF BEHAVIOUR **CH**
• Which mggers customersto act? '.e. seeing their neighbost installing sola: panels: reeding about a more efficient solution in the news	• A: Tabieau dashboord negrating ingredient, price rank, and skin type data Users can: - Filter prolwe-compatibility • Compare price vs, rating • Track ingredient presence and performance	• ise. Youtabe reviews, TikTok skincarenfluentcers • Reddit forums (//SkincareAddiction) • Brand websites and e-commerce fiiters

8. EMOTIONS, BEFORE / AFTER **OIM/**	B. BEFORE: Ovewhelmed, guessing trends, reactive **AF**	8.1 ONLINE **CH**
• How do custorners feet when they fece-nigroblen /or job and afterware® | ᴀ ᴈ/bst, iłic·cur®,.confident in control = use it in your communication strategy	**AFTER** insight driven, confident, data backed decisions	• YouTube reviews. TikTok skincare influencers • Reddit forums (//SkincareAddiction) • Brand websites and e-commerce rilters