Project Design Phase
Problem – Solution Fit Template

Date	June 2025
Team ID	LTVIP2025TMID50930
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 behavioural 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 behaviour.

- Sharpen your communication and marketing strategy with the right triggers and messaging.

- Increase touch-points with your company by finding the right problem-behaviour 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:

Problem-Solution Fit canvas

Purpose / Vision

Version:

1. CUSTOMER SEGMENT(S) `CS`

Beauty enthusiasts, skincare users, cosmetic shoppers, marketing teams, beauty influencers, cosmetic brands

6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES `CL`

Budget constraints, limited product knowledge, mobile device access only, time to research

5. AVAILABLE SOLUTIONS `AS`

Beauty blogs, YouTube reviews, brand websites, store staff, online reviews (often biased)

Explore AS, differentiate

2. PROBLEMS / PAINS + ITS FREQUENCY `PR`

Difficulty in choosing the right products, overwhelming choices, lack of reliable reviews, unclear trends, fake endorsements

9. PROBLEM ROOT / CAUSE `RC`

Lack of centralized, unbiased data on cosmetic trends, product performance, and influencer trustworthiness

7. BEHAVIOR + ITS INTENSITY `BE`

Heavy reliance on social media and influencers, impulse buying, switching products frequently

Focus on PR, tap into BE

3. TRIGGERS TO ACT `TR`

Skin issues, product failures, social media hype, seasonal trends, peer recommendations

10. YOUR SOLUTION `SL`

. A web platform that analyzes cosmetics trends, user sentiment, and influencer metrics using AI, providing data-backed recommendations and insights

8. CHANNELS of BEHAVIOR `CH`

Instagram, YouTube, beauty apps, ecommerce platforms, review sites

4. EMOTIONS BEFORE / AFTER `EM`

*Before: Confused, frustrated, skeptical
 After: Confident, informed, satisfied*

Identify strong TR & EM

Extract online & offline CH of BE