**Ideation Phase**

**Empathize & Discover**

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| Date | 31 January 2025 |
| Team ID | LTVIP2025TMID50498 |
| Project Name | cosmetic insights : navigating cosmetics trends and consumer insights with tableau |
| Maximum Marks | 4 Marks |

**Empathy Map Canvas:**

The *Empathize & Discover* phase focuses on deeply understanding the end-users — brand managers, marketing professionals, and product developers in the cosmetics industry — along with consumers themselves. Our goal during this stage was to explore user needs, frustrations, and expectations to build a more user-centered data solution using Tableau.

**User Personas**

We created fictional yet realistic user personas to represent our target users:

**Persona 1: Brand Manager**

* **Name:** Priya Sharma
* **Goal:** Wants to track which products are performing well across different regions.
* **Pain Point:** Finds it hard to manually combine sales and review data into something usable.
* **Need:** A centralized dashboard showing product-wise, region-wise, and category-wise performance.

**Persona 2: Marketing Executive**

* **Name:** Arjun Mehta
* **Goal:** Understand consumer behavior and plan effective marketing campaigns.
* **Pain Point:** Cannot identify customer preferences easily from raw data.
* **Need:** Visuals showing customer demographics, buying trends, and seasonal demand.

**Persona 3: Product Analyst**

* **Name:** Riya Thomas
* **Goal:** Track new product launches and customer reactions.
* **Pain Point:** No clear visibility into review sentiment and performance comparison.
* **Need:** Sentiment analysis dashboard and comparative metrics for new vs existing products.

**Discovery Insights**

During this stage, we conducted secondary research, reviewed industry reports, and analyzed cosmetics-related datasets. Here are some key discoveries:

* Most brands rely heavily on **manual reports** which are not interactive or insightful.
* **Online reviews** and **customer feedback** are often ignored or underutilized.
* Sales teams and marketers need **real-time dashboards** to respond to changing trends.
* There is a growing need for **personalized marketing**, but lack of demographic-level insights makes it hard.