Project Design Phase

Problem – Solution Fit

Date	24 June 2025
Team ID	LTVIP2025TMID50053
Project Name	**Cosmetic Insights** : Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	2 Marks

Purpose:

To solve the challenge faced by cosmetics brands and product teams in understanding changing consumer preferences, product performance, and market trends by providing clear, interactive Tableau dashboards that deliver actionable insights for smarter decisions.Purpose:

How it fits:

- Identifies real problems: scattered data, lack of clear insights.

- Uses existing behavior: brands already collect feedback but struggle to analyze it.

- Fits customer constraints: easy to use, no complex data science skills needed.

- Leverages trusted channels: web dashboards, reports, alerts.

- Helps brands act faster with early signals and real-time insights.

Problem-Solution fit canvas 2.0

Purpose / Vision **Transforming raw cosmetics data into clear insights for smarter brand decisions.**

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS
Who is your customer? i.e. working parents of 0-5 y.o. kids

- Cosmetics brands
- Marketing teams in cosmetics companies
- Product development managers
- Business analysts in the beauty industry

6. CUSTOMER CONSTRAINTS — CC
What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

- Limited data analysis skills
- Budget constraints for advanced tools
- Scattered or incomplete data
- Time pressure for quick decisions

5. AVAILABLE SOLUTIONS — AS
Which solutions are available to customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

- Manual Excel tracking, static reports
- Generic survey tools
- Pros: Low cost, easy to start
- Cons: Time-consuming, not real-time, less accurate

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS — J&P
Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

- Understand evolving consumer preferences
- Monitor product performance and market trends
- Detect issues (bad reviews, low sales) early
- Make data-backed product and marketing decisions

9. PROBLEM ROOT CAUSE — RC
What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.

- Data exists but is scattered and hard to interpret
- Small teams lack easy tools to turn raw data into insights
- High dependency on manual work

7. BEHAVIOUR — BE
What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

- Manually collect and combine reviews & sales data
- Use basic charts or static reports monthly
- Often miss early signals and rely on experience

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS — TR
What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

Sales drop, bad reviews, competitor moves, reporting deadlines.

4. EMOTIONS: BEFORE / AFTER — EM
How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

- Before: Unclear, reactive, relying on guesswork
- After: Informed, proactive, confident in decisions

10. YOUR SOLUTION — SL
If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

- Centralizes all product and consumer data
- Cleans and visualizes trends in Tableau dashboards
- Gives interactive, real-time insights for fast, data-driven actions
- Easy to use for teams without deep technical skills

8. CHANNELS of BEHAVIOUR — CH
8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

Online: Google Trends, social media, online reviews

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

Offline: Store surveys, team meetings, trade shows

Extract online & offline CH of BE

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