

INTRODUCTION:

Project Overview:

The design phase of the Cosmetic Store Management project focuses on creating a detailed design for the integrated management system. This phase will produce a comprehensive design document outlining the system's architecture, components, and user interface.

Purpose:

The purpose of the design phase is to:

- Create a detailed design for the Cosmetic Store Management system
- Define the system's architecture, components, and user interface
- Ensure the system meets the requirements and objectives defined in the planning phase
- Provide a clear and comprehensive design document for the development phase.

Project Design Phase

Problem – Solution Fit Template

Date	15 February 2025
Team ID	LTVIP2025TMID19445
Project Name	Cosmetics store management
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:

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) Who is your customer? I.e. working parents of 0-5 y.o. kids	CS	6. CUSTOMER CONSTRAINTS 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.	CC	5. AVAILABLE SOLUTIONS Which solutions are available to the 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	AS	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.	J&P	9. PROBLEM ROOT CAUSE 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.	RC	7. BEHAVIOUR 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. Greengpace)	BE	
Identify strong TR & EM	3. TRIGGERS What triggers customers to act? I.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.	TR	10. YOUR SOLUTION 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.	SL	8. CHANNELS of BEHAVIOUR 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7	CH	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER 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.	EM			8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.		

Project Design Phase Proposed Solution Template

Date	15 February 2025
Team ID	LTVIP2025TMID19445
Project Name	Cosmetics store management
Maximum Marks	2 Marks

Proposed Solution Template:

Project team shall fill the following information in the proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	The existing manual and fragmented management processes in the cosmetic store lead to inefficiencies, inaccuracies, and missed opportunities, hindering business growth and customer satisfaction.
2.	Idea / Solution description	Develop an integrated Cosmetic Store Management system to automate and streamline operations, enhancing efficiency, accuracy, and customer satisfaction.
3.	Novelty / Uniqueness	The proposed system introduces a novel approach to cosmetic store management by integrating AI-powered inventory management,

		personalized customer recommendations, and real-time analytics.
4.	Social Impact / Customer Satisfaction	The Cosmetic Store Management system will positively impact the community by providing employment opportunities, supporting local businesses, and enhancing the overall shopping experience for customers.
5.	Business Model (Revenue Model)	Business Model: The Cosmetic Store Management system will operate as a Software-as-a-Service (SaaS) model, providing a cloud-based platform for cosmetic stores to manage their operations. Revenue Model: The revenue will be generated through subscription-based fees, transactional fees, and value-added services such as data analytics and marketing support.
6.	Scalability of the Solution	The Cosmetic Store Management system is designed to be highly scalable, allowing it to adapt to the growing needs of the business.

**Project Design Phase
Solution Architecture**

Date	15 February 2025
Team ID	LTVIP2025TMID19445
Project Name	Cosmetics store management
Maximum Marks	4 Marks

Solution Architecture:

Solution architecture is a complex process – with many sub-processes – that bridges the gap between business problems and technology solutions. Its goals are to:

- Find the best tech solution to solve existing business problems.
- Describe the structure, characteristics, behavior, and other aspects of the software to project stakeholders.
- Define features, development phases, and solution requirements.
- Provide specifications according to which the solution is defined, managed, and delivered.

Example - Solution Architecture Diagram:

Class Diagram

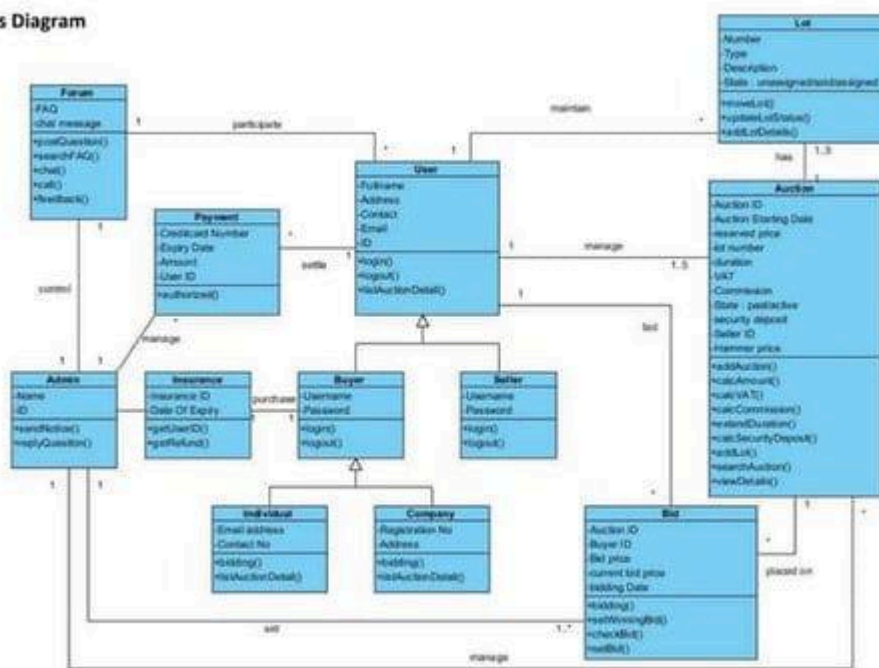


Figure 1: Architecture and data flow of the voice patient diary sample application

CONCLUSION:

The project design phase of the Cosmetic Store Management system has successfully outlined a comprehensive and integrated solution to streamline store operations, enhance customer experience, and improve business efficiency. The proposed system architecture, components, and technology stack provide a solid foundation for the development phase. With a clear understanding of the requirements and a well-designed system, we are confident that the Cosmetic Store Management system will meet the needs of the stakeholders and contribute to the success of the business.

THANKYOU TEAM SMARTBRIDGE

K.PADMINI(Team LEADER)