Ideation Phase
Define the Problem Statements

Date	21 June 2025
Team ID	LTVIP2025TMID49745
Project Name	Cosmetic insights:Navigating Cosmetic Trends and Consumer insights with Tableau
Maximum Marks	2 Marks

Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

I am	Who is the customer? Describe and list their attributes.
I'm trying to	What are they trying to achieve? List them here.
but	What are the issues or barriers that get in the way? Note them here.
because	Why do these issues or barriers exist? List them here.
which makes me feel	What do they feel as a result of these issues or barriers? Note the emotions here.

Reference: https://miro.com/templates/customer-problem-statement/

Example:

| a cosmetics brand analyst | understand current consumer trends | I lack clear, visual insights | overwhelmed and confused |

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a cosmetics brand analyst	Understand current consumer trends	I lack,visual insights	The data is scattered across multiple sources and not interactive	Overwhelmed and confused
PS-2	A marketing strategist in the beauty industry	Identify top-performing products and campaigns	The reports i receive are outdated	There's no real-time data dashboard to support quick decision-making	Frustrated and delayed

2.2 EMpathy map

WHO are we empathizing with?

Cosmetics brand analyst, Marketing strategist in beuty in‹ıdudustry

SEE
- Scattered, disconnected data
- Outdated repurts
- Competitors using interactive dashboards

What do they NEED to do?
- Understand current consumer trends
- Identify top-performing products and campaigkıs
- Make quick, data-driven decisions

HEAR
Feedback from managers about missed trends

Pressure to deliver faster insights

Market buzz about real-time analytics tools

SAY & DO
- Ask for better reports
- Attempt manual analysis
- Request dashboards and visualizations

THINK & FEEL
Overwhelmed by unorganized data

Frustrated with manual tasks

Worried about falling behind competitors

PAINS
Lack of real-time insights

Delayed decision-ma-

Too much manual work

GAINS
- Centralized, interactive dashþoards
- Faster, clearer decison‹