Project Design Phase
Problem – Solution Fit Template

Date	22 June 2025
Team ID	LTVIP2025TMID49745
Project Name	Cosmetic insights:Navigating Cosmetic 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 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.

Template:

1. CUSTOMER SEGMENTS **CS**	2. CUSTOMER CONSTRAINTS **CC**	5. AVAILABLE SOLUTIONS **AS**
Beauty brands, cosmetic retallets. markering teams. product development teams, and data analysts in the cosmetic industry	Lack of technical knowledge in data visualization, limited time and pressure to act quickly, budget constrairis for advanced tools or hiring analysts	Basic analytics in Excal or isolated reports that don't offer interacctive in sights, Some use social media feedback manualy or rely on outdated market research
3. JOBS·TO BE DONE / PROBLEM *J8P*	6. PRORLEM ROOT CAUSE **RC**	10. YOUR SOLUTION **SL**
These stakeholders need to unde stand current beauty trenods and evolving customer preferences to launch successful products, desigh targeted campaigns, and - stay ahead in a competitive market	Lack of accessible, visual, and-real-time data insights. Teams are over whel fied with scatterformation and·unsurehow to interprét it effectivly	A centralized, user friendly, Tableau deshboard system that visualizes real-time cusmetic trends, customer feedback, and predictive analytics. Custom filters allow brands to nake quick, informed decisions trased on regiregion.
8. TRIGGERS **TP**	8. CHANNELS OF BEHAVIOUR **RC**	11. CHANNELS OF DISTRIBUTION **CD**
An increase in product failures low customer engagement, or poor sales performance from misiligned marketing strategies trigger the	Lack of accessible, visual, and real time data Insights	Tableau Public dashboords, interactive Tameau stories shared infornally of embel-ded on internal portals, and training sessions/webinars for brand teams
B. EMOTIONS: BEFORE / AFTER **AF**	10. YOUR SOLUTION **SL**	12. UPTAKE **UP**
Confidence; clarity, and precision in product development and marketing strategies using consumer and trend	High uptake when stakéhdarrs sée visual value; ease of use, direct	High uptake expectedd-when visual value, ease of use, and direct impact on pro-duct success and sample success s\

References:

1. https://www.ideahackers.network/problem-solution-fit-canvas/
2. https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe