

Project Design Phase

Problem – Solution Fit Template

Date	01 July 2025
Team ID	LTVIP2025TMID51607
Project Name	Cosmetic Insights: Navigating Cosmetics 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.
- ☐ **Understand the existing situation in order to improve it for your target group.**

Template:

<p>1. CUSTOMER SEGMENT(S) Who is your customer? i.e. working parents of 0-5 y.o. kids</p> <p>CS</p> <p>Define CS, fit into CC</p>	<p>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.</p> <p>CC</p>	<p>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 note-taking</p> <p>AS</p> <p>Explore AS, differentiate</p>
<p>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.</p> <p>J&P</p> <p>Focus on J&P, map into BE, understand RC</p>	<p>9. PROBLEM ROOT CAUSE What is the real reason that this problem exists? What is the last thing behind the need to do this job? i.e. customers have to do it because of the change in regulations.</p> <p>RC</p>	<p>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 (e.g. Greenseace)</p> <p>BE</p> <p>Focus on J&P, map into BE, understand RC</p>
<p>3. TRIGGERS What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</p> <p>TR</p> <p>Identify strong TR & EM</p>	<p>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.</p> <p>SL</p>	<p>8. CHANNELS of BEHAVIOUR 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</p> <p>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p> <p>CH</p> <p>Extract online & offline CH of BE</p>
<p>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 → ease fit in your communication strategy & design.</p> <p>EM</p>		

Category	Description
Customer Segment	Cosmetic brand managers, product developers, marketing teams, trend analysts.
Key Problem(s)	Difficulty understanding fast-changing cosmetic trends, consumer preferences, and feedback across categories.
Why it's a problem	Leads to poor product launches, missed trends, weak marketing campaigns, and low customer satisfaction.
Existing Alternatives	Manual analysis of reviews, Excel-based reports, time-consuming surveys, inconsistent competitor research.
Your Solution	Tableau dashboards that visualize cosmetic product trends, sentiment analysis, category ratings, and price-performance comparisons.
Main Benefit	Clear, visual, and actionable insights to identify emerging trends, understand customer needs, and improve data-driven marketing and development.
Success Criteria	Better product-market fit, faster trend identification, enhanced customer engagement, and informed strategic decisions.

References:

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