

Ideation Phase

Define the Problem Statements

Date	31 January 2025
Team ID	LTVIP2026TMIDS79168
Project Name	cosmetic insights : navigating cosmetics 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.

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



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a conscious consumer who values skin health and product transparency.	find safe, effective, and high-quality cosmetic products that align with my skin type and ethical standards by reading reviews and checking ingredient lists online.	I am overwhelmed by thousands of conflicting reviews, "paid" influencer hype, and fragmented information across different shopping platforms.	there is no centralized, transparent way for me to see real-time data on product safety trends or honest collective sentiment regarding specific ingredients (like rashes or long-term results).	confused, skeptical, and fearful that I might invest in a product that could cause an allergic reaction or simply won't work as advertised.