Who is your customer?
i.e. working parents of 0-5 y.o. kids

Who: Conscious consumers (ages 18–40) who prioritize skin health over "miracle" claims.
Details: Skincare enthusiasts who read ingredient labels but feel overwhelmed by complex chemical name.

Budget: Cannot afford $100 serums.
Time: Don't have hours to research every single chemical name.
Access: Limited availability of niche eco-brands in local stores.

Direct: High-end "Clean Beauty" brands (often too expensive).
Indirect: DIY home remedies or medical-grade dermatological brands (often lack the cosmetic "luxury" feel).

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Which jobs-to-be-done (or problems) do you address for your customers?
There could be more than one; explore different sides.

The Job: To achieve clear, healthy skin without long-term damage from harsh chemicals.
The Problem: Difficulty finding affordable cosmetics that work for sensitive skin and provide honest information about what's inside the bottle.

9. PROBLEM ROOT CAUSE — RC

The beauty industry is historically under-regulated, allowing brands to use vague terms like "fragrance" to hide chemicals. There is a lack of "insight" into the supply chain.

7. BEHAVIOUR — BE

Spends time on apps like Yuka or Think Dirty to scan products.
Follows "Skinfluencers" who debunk beauty myths.
Reads the "Fine Print" on packaging before buying.

3. TRIGGERS — TR

A sudden skin breakout or reaction to a "big brand" product.
Seeing a documentary or social media post about "toxic" beauty ingredients.
The transition into a life stage (e.g., pregnancy or aging) where ingredient safety becomes a priority.

4. EMOTIONS: BEFORE / AFTER — EM

Before: Confused, skeptical, and frustrated by misleading marketing and "greenwashing."
After: Empowered, safe, and confident knowing exactly what they are putting on their body.

10. YOUR SOLUTION — SL

Insight Cosmetics: A line of high-performance cosmetics featuring QR-coded packaging that links to the clinical study of every ingredient used. Affordable, dermatologist-tested, and 100% transparent "open-source" beauty

8. CHANNELS of BEHAVIOUR — CH

Online: Instagram/TikTok tutorials, Reddit (r/SkincareAddiction), and specialized e-commerce beauty sites.
Offline: In-store browsing at specialty beauty retailers or pharmacies.

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

Word-of-Mouth Consultations: Asking friends, family, or professional makeup artists for personal recommendations based on their specific skin types.

Project Design Phase-I
Proposed Solution Template

Date	5/2/2026
Team ID	LTVIP2026TMIDS82256
Project Name	Cosmetic Insights _ Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	2 Marks

Proposed Solution Template:

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

S.No.	Parameter	Description
1.	Problem statement	Consumers struggle to find skincare/makeup that matches their unique skin chemistry,often wasting money on products that cause reactions.
2.	Idea / Solution description	An AI-powered platform that analyzes product ingredient lists (INCI) and cross-references them with user skin profiles. It provides personalized "compatibility scores" and generates market trend reports for cosmetics manufacturers.
3.	Novelty / Uniqueness	Unlike standard review sites, this uses a Proprietary Ingredient Interaction Algorithm to

		predict how different products (e.g., a serum and a moisturizer) work together, preventing harmful chemical layering.
4.	Social Impact / Customer Satisfaction	Promotes skin health awareness and transparency in the beauty industry. Satisfaction: Reduces consumer "trial-and-error" spending and prevents adverse dermatological reactions.
5.	Business Model (Revenue Model)	Basic analysis is free for users; premium features (deep routine analysis) require a subscription. B2B SaaS: Selling anonymized trend insights and "Ingredient Demand" data to cosmetic brands.
6.	Scalability of the Solution	Highly scalable through a cloud-based API. Can easily expand from skincare into haircare, personal care, and fragrance markets globally by updating the ingredient database.

Date	11/2/2026
Team ID	LTVIP2026TMIDS82256
Project Name	cosmetic Insights _ Navigating Cosmetics Trends and Consumer Insights with Tableau
Maximum Marks	4 Marks

Example - Solution Architecture Diagram for Insight Cosmetics