Project Initialization and Planning Phase

Date	20 June 2025
Team ID	LTVIP2025TMID47588
Project Name	Cosmetics Insights : Navigating cosmetic trends and consumer insights with tableau
Maximum Marks	3 Marks

Define Problem Statements (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 your customers' challenges. 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.
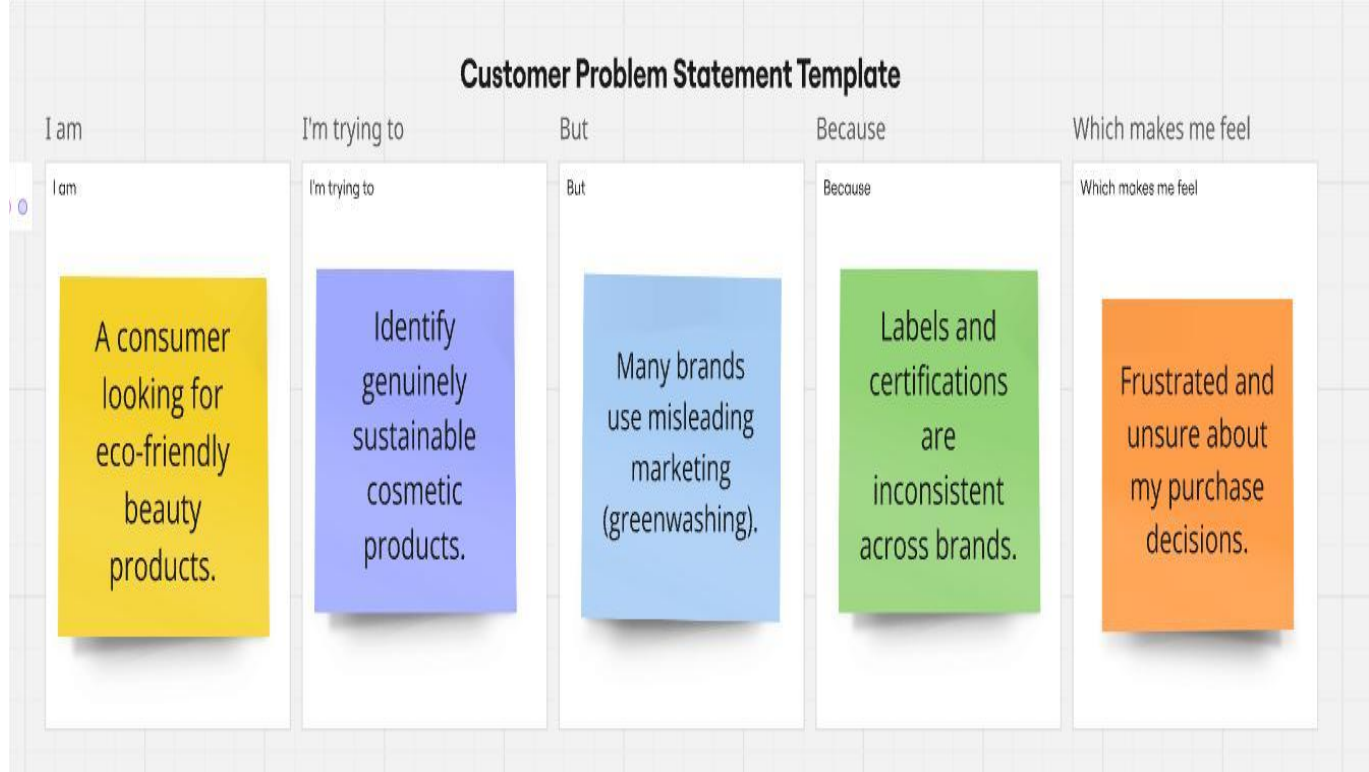
Reference: https://miro.com/templates/customer-problem-statement/

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A skincare enthusiast trying to find the best products for my skin.	Discover skincare products suited to my skin type.	There are too many options with conflicting reviews.	Product ingredients and effectiveness vary widely.	Overwhelmed and hesitant to try new products.

Customer Problem Statement Template

I am	I'm trying to	But	Because	Which makes me feel
A skincare enthusiast trying to find the best products for my skin.	Discover skincare products suited to my skin type.	There are too many options with conflicting reviews.	Product ingredients and effectiveness vary widely.	Overwhelmed and hesitant to try new products.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel

PS-2	A consumer looking for eco-friendly beauty products.	Identity genuinely suitable cosmetic products.	Many brands use misleading marketing (greenwashing).	Labels and certifications are inconsistent across brands.	Frustrated and unsure about my purchase decisions.

Customer Problem Statement Template

I am

I'm trying to

But

Because

Which makes me feel

A consumer looking for eco-friendly beauty products.

Identify genuinely sustainable cosmetic products.

Many brands use misleading marketing (greenwashing).

Labels and certifications are inconsistent across brands.

Frustrated and unsure about my purchase decisions.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel

| PS-3 | A marketing professional at a beauty brand. | Understand consumer trends and product performance. | The market data is scattered and hard to analyze. | Consumer preferences change rapidly across demographics. | Challenged in making data-driven marketing decisions |

Customer Problem Statement Template

| I am | I'm trying to | But | Because | Which makes me feel |
| A marketing professional at a beauty brand. | Understand consumer trends and product performance. | The market data is scattered and hard to analyze. | Consumer preferences change rapidly across demographics. | Challenged in making data-driven marketing decisions. |