Project Design Phase-I
Proposed Solution Template

Date	20 february 2026
Team ID	LTVIP2026TMIDS57478
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 (Problem to be solved)	Many users face difficulty managing registrations, confirmations, and account access due to complex processes, lack of proper authentication systems, and poor user interface. There is a need for a secure, simple, and centralized application that allows smooth registration, login, and dashboard management.
2.	Idea / Solution description	The proposed solution is a user-friendly mobile and web application that enables users to register, confirm accounts via email/OTP, login securely, and manage their profile through a personalized dashboard. The system includes admin and customer care modules for monitoring and user support.
3.	Novelty / Uniqueness	The system provides integrated multi-platform access (mobile + web), social media login options, real-time email confirmation, secure authentication, and a simple UI design. It combines ease of use with strong security and role-based access control.
4.	Social Impact / Customer Satisfaction	The solution improves digital accessibility, reduces user frustration, enhances data security, and increases user confidence. It ensures smooth account management and faster support response, leading to high customer satisfaction.
5.	Business Model (Revenue Model)	The application can generate revenue through subscription plans, premium features, advertisements, and partnership integrations. Businesses can also use analytics features for better customer insights.
6.	Scalability of the Solution	The system is designed using scalable architecture that supports increasing users and data growth. It can handle high traffic and expand features without affecting performance. Cloud-based infrastructure ensures long-term scalability.