Project Design Phase-I
Problem – Solution Fit Template

Date	20 february 2026
Team ID	LTVIP2026TMIDS57478
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:

1.CUSTOMER SCENARIO (CS)
- A working professional/student frequently faces difficulty managing daily tasks (orders, appointments, services, learning, etc.).
- They rely on multiple apps and manual tracking, leading to confusion, delays, and inefficiency.

2.CUSTOMER CONSTRAINTS (CC)
- Limited time
- Budget constraints
- Low technical knowledge
- Trust & security concerns
- Poor internet connectivity (sometimes)
- Device limitations

3.AVAILABLE SOLUTIONS (AS)
- Multiple separate apps
- Manual tracking (notes, Excel, reminders)
- Competitor platforms
- Social media groups
- Offline services
- Limitations of existing solutions:
- Not centralized
- Complicated UI

8.EMOTIONS (EM)
- Before Using Solution:
- Frustrated
- Confused
- Overwhelmed
- Stressed
- After Using Solution:
- Confident
- Relaxed

7.TRIGGERS (TR)
- Urgent need
- Promotional offers
- Referral from friend
- Advertisement
- Reminder notification

9.YOUR SOLUTION (YS)
- A centralized, user-friendly digital platform that:
- Integrates multiple services in one place
- Provides real-time tracking
- Offers secure payment gate
- Provides 24/7 support

4.JOBS TO BE DONE / PROBLEMS (JB)
- Manage tasks/orders easily
- Track progress in real time
- Get reminders & updates
- Access support quickly
- Make secure payments
- Save time and effort

5.PROBLEM ROOT CAUSE (RC)
- Fragmented systems
- Lack of integration
- Poor UX design
- Limited automation
- Lack of personalization
- Insufficient data analytics

6.BEHAVIORS (B)
- Switches between multiple apps
- Frequently forgets tasks
- Looks for quick alternatives
- Compares multiple services
- Abandons process if too complex