Ideation Phase
Define the Problem Statements

Date	2 July 2025
Team ID	PNT2025TMID10173
Project Name	Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis
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.
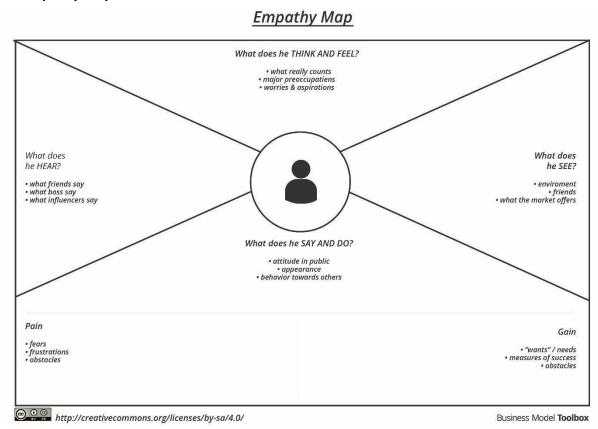

Reference: https://miro.com/templates/customer-problem-statement/ **Example:**

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

PS-1	a policy research intern	understand how economic freedom affects national prosperity	the data is complex and hard to interpret manually	I don't have an interactive or visual tool to explore it	confused and overwhelmed with static spreadsheets
PS-2	an economics student preparing a report	compare freedom indicators between countries and regions	the raw data lacks clear comparison tools	there's no visualization or dashboard to help me understand trends	stuck and uncertain how to present my analysis clearly

2.2 Empathy map:

primary user: The primary user is an **economics student or policy analyst** seeking to visually explore and understand how economic freedom influences national prosperity.

Section	Description
Think & Feel	"I need to understand how economic freedom affects national prosperity.""I wish I could clearly see which freedom indicators matter most for growth."
Hear	"Professors and policymakers want clear visual insights.""There's pressure to use data in a more insightful way for economic research."
See	"Raw spreadsheets and lengthy country rankings.""Complicated tables with too many variables."
Say & Do	"Let's try to visualize global trends using Tableau.""We need interactive dashboards to compare countries and regions."
Pain	"Difficult to make meaningful comparisons using static reports.""Manual analysis is time-consuming and overwhelming."
Gain	"Better understanding of how freedom influences prosperity.""Interactive dashboards help identify patterns across countries and pillars."