

Project Design Phase
Problem – Solution Fit Template

Date	2 July 2025
Team ID	PNT2025TMID10173
Project Name	Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis
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 SEGMENT(S) Who is your customer? (e.g. working periods of 100 y.o. old)	6. CUSTOMER CONSTRAINTS What constraints prevent your customer from taking action to find their solution? (e.g. spending money, budget, no real, network connection, available devices)	5. AVAILABLE SOLUTIONS Which solutions are available to the customer when they face the problem? (e.g. need to get the job done? What have they tried in the past? What have they done before? (e.g. pen and paper is an alternative to digital recording)	Define CS, fit into CC	Explore AS, differentiate
2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) do you address for your customer? (e.g. There could be more than one, explore different roles)	9. PROBLEM ROOT CAUSE What is the real reason that this problem exists? What is the basic story behind the need to do this job? (e.g. customers have to do it because of the change in regulations)	7. BEHAVIOUR What does your customer do to address the problem and get the job done? (e.g. identify relevant, find the right online panel, calculate usage and benefits) (e.g. indirectly experienced: customers spend time on calculating work, e.g. time spent)	Focus on JAP, up into BC, understand IC	Focus on JAP, up into BC, understand IC
3. TRIGGERS What triggers customers to act? (e.g. seeing their neighbors installing solar panels, reading about a more efficient solution in the news)	10. YOUR SOLUTION If you are working on an existing business, write down your current solution first, fit in the canvas, and check how much it fits really. If you are working on a new business proposition, brainstorm it inside until you fit in the canvas and come up with a solution that fits within customer behaviour, address a problem and matches customer behaviour	8. CHANNELS of BEHAVIOUR How do you reach your customer? What kind of channels do customers take control? (e.g. direct or indirect channels)	Identify strong TB & EM	Explore within & within CH of BE
4. EMOTIONS: BEFORE / AFTER How do customers feel when they face a problem or a job and afterwards? (e.g. feel stressed or confused, frustrated, sad or to give customer solution strategy & design)		11. ONLINE What kind of online do customers take control? (e.g. keep online channels from BT and use them for customer development)		

Category	Description
Customer Segment	Economic researchers, policy analysts, academic institutions, think tanks
Key Problem(s)	Inability to easily analyze and visualize how different economic freedom indicators (like tax burden, property rights, and government integrity) influence prosperity across countries
Why it's a problem	Leads to inefficient policy recommendations and limited understanding of global economic trends
Existing Alternatives	Static PDF reports, manual Excel graphs, lack of interactive comparison tools
Your Solution	Interactive Tableau dashboards that explore country-wise economic freedom data, highlight prosperity correlations, and provide comparative visual analytics
Main Benefit	Enables data-driven insights for strategic economic decisions and academic research
Success Criteria	Clear visualization of global patterns, increased stakeholder understanding, ability to drive informed policy proposals

References:

- <https://www.ideahackers.network/problem-solution-fit-canvas/>
- <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>