

## Ideation Phase Empathize & Discover

Date	2 July 2025
Team ID	PNT2025TMID10173
Project Name	Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis
Maximum Marks	4 Marks

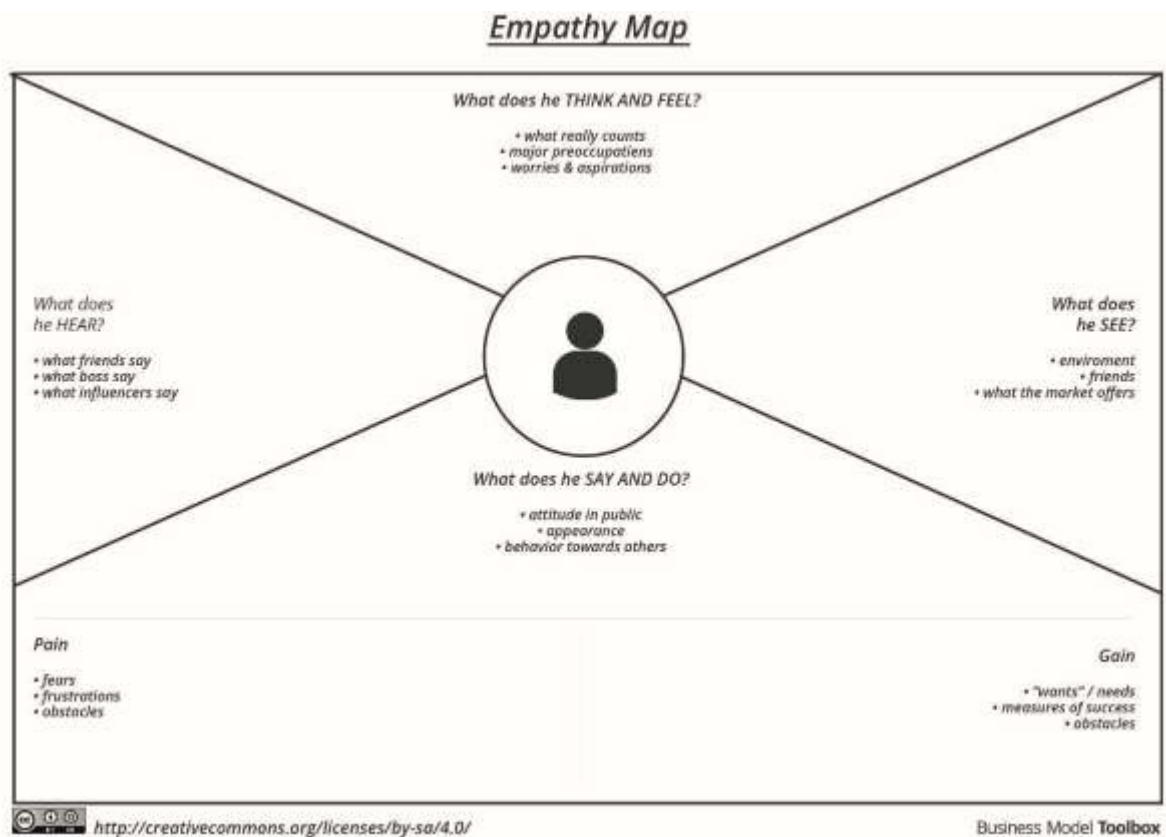
### Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

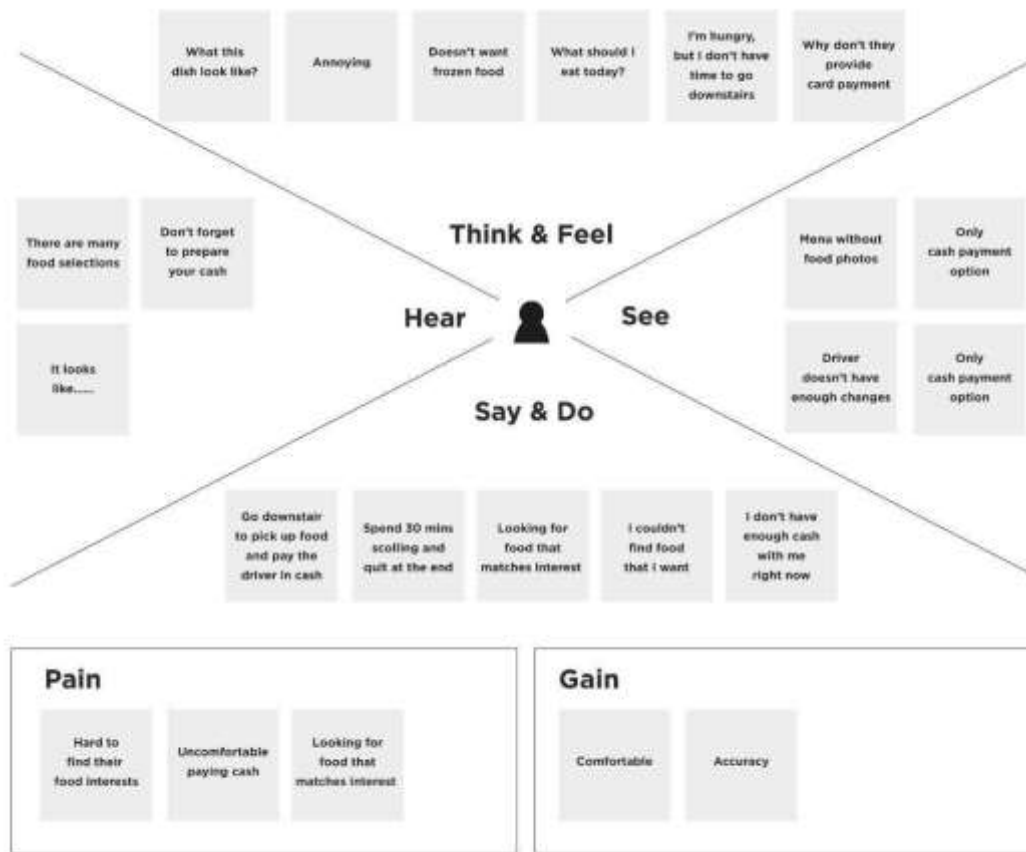
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

### Example:



Reference: <https://www.mural.co/templates/empathy-map-canvas>

## Example: Food Ordering & Delivery Application



## Empathy Map Canvas

the primary user as: An economics student or policy analyst.

### Section Content (Based on Your Project)

	"I need to understand how different economic freedoms impact prosperity." "I want to compare countries based on specific indicators like property rights or tax burden."
<b>Says</b>	
<b>Thinks</b>	"Some countries succeed economically despite low freedom scores — why?" "Are we missing important regional trends in the data?"
<b>Does</b>	Reads global economic reports. Manually compares country scores and indicators using Excel or raw datasets.
<b>Feels</b>	Overwhelmed by complex data. Curious about trends hidden in the numbers. Wants confidence in drawing conclusions.
<b>Sees</b>	Long tables with multiple indicators. Rankings without visual clarity. Possibilities to simplify insights with visuals.
<b>Hears</b>	Professors asking for visual representation of economic concepts. Colleagues or peers needing region-wise summaries or dashboards.
<b>Pains</b>	Time-consuming data interpretation. Difficulty identifying patterns across multiple indicators. Static reports that lack interactivity.
	Interactive dashboards that simplify analysis. Clear understanding of freedom vs

**Gains** prosperity.Effective visual storytelling for academic or policy use.

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