

Project Design Phase

Problem – Solution Fit Template

Date	26 June 2025
Team ID	LTVIP2025TMID20822
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:

Problem-Solution Fit canvas			Purpose / Vision	Version:
Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> University students doing economic or public policy projects Educators Policy researchers 	6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> <ul style="list-style-type: none"> Limited time Limited data interpretation skills Not familiar with technical dashboards or economic terms 	5. AVAILABLE SOLUTIONS AS <small>PROS & CONS</small> <ul style="list-style-type: none"> Raw datasets from Heritage Foundation Static PDF reports Wikipedia rankings 	Explore AS, differentiate
	2. PROBLEMS / PAINS PR <small>+ ITS FREQUENCY</small> <ul style="list-style-type: none"> Understand and compare economic freedom across countries Analyze how economic indicators affect prosperity Need for simple visual interpretation of complex data 	9. PROBLEM ROOT / CAUSE RC <ul style="list-style-type: none"> Lack of simple, visual, and interactive tools to explore economic freedom data Existing data is too text-heavy or static 	7. BEHAVIOR BE <small>+ ITS INTENSITY</small> <ul style="list-style-type: none"> Looks for summaries and quick insights Skims for top/bottom performers Shares visuals with peers or teachers 	Focus on PR, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TO ACT TR <ul style="list-style-type: none"> Assignment or research topic Curiosity about country rankings Need to present findings visually 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> A clean, interactive Tableau dashboard that groups indicators into four pillars Easy filters, tooltips, and visual comparisons by region and country Mobile-friendly layout with shareable link 	8. CHANNELS of BEHAVIOR CH <div> ONLINE <ul style="list-style-type: none"> Google Search University LMS or portal Shared links via WhatsApp, Telegram, Email Tableau Public Gallery YouTube/Blogs </div> <div> OFFLINE <ul style="list-style-type: none"> Word of mouth from classmates or faculty College project fairs or presentations Posters or QR code printouts leading to the dashboard Library research guidance from professors or peers </div>	Extract online & offline CH of BE
	4. EMOTIONS EM <small>BEFORE / AFTER</small> <p>Before: confused, overwhelmed by raw data After: informed, confident, curious to explore more</p>			



Problem-Solution fit canvas is licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License. Designed by Daria Nepriakhina / ideaHackers.nl - we tailor ideas to customer behaviour and increase solution adoption probability.

References:

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