Ideation Phase
Define the Problem Statements

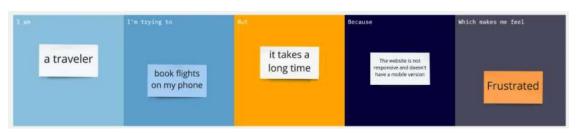|	
Date	31 January 2025
Team ID	LTVIP2025TMID48532
Project Name	Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis
Maximum Marks	2 Marks

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 analyst,	Identify how different	The available	It lacks consolidated	Frustrated and limited in making data-driven policy

	economist, or decision-maker interested in understanding economic development and growth trends across nations.	factors contributing to economic freedom—like rule of law, government size, regulatory efficiency, and open markets—impact a country's prosperity.	data is complex, scattered across various sources, and difficult to interpret without a unified and visual platform.	visual insights that clearly connect economic freedom scores with socio-economic performance indicators like GDP, quality of life, or business environment.	or investment decisions due to the lack of clarity and accessibility in economic freedom data.
PS-2	A student or researcher studying global economic trends and their drivers.	Analyze patterns and correlations between economic freedom indices and national prosperity over time using historical data.	I find it challenging to process large datasets and manually derive insights without a robust visualization tool.	Raw data often doesn't tell a story unless it is interpreted through visual analytics.	Overwhelmed and unsure about the reliability of my insights without a powerful analytical platform like Tableau.