

Project Design Phase
Problem – Solution Fit Template

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Team ID	PNT2025TMID11128
Project Name	Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis

Problem – Solution Fit Template:

1. Customer-State Fit

- **Customer Segment:** Economic policymakers and international investors.
- **Customer Limitations:**
 - Limited time and clarity with existing report formats.
 - No unified interactive tool; reliant on static PDFs or spreadsheets.
 - Sometimes lacks advanced visualization tools or support staff.
- **Existing Solutions Tried:**
 - Traditional Excel files and Heritage/World Bank PDFs.
 - Manual data extraction using scripts or BI tools.
- **Pros/Cons:**
 - Excel offers flexibility, but is error-prone.
 - PDFs are authoritative, yet static and difficult to navigate.

2. Problem-Behavior Fit

- **Problems to Solve:**
 - Hard to compare country rankings quickly.
 - Difficult to track pillar-based trends or improvements over time.
- **Frequency:**
 - Monthly/quarterly policy reviews; annual investment decisions.
- **Root Cause:**
 - Static data reporting and lack of interactive dashboards.
- **Customer Behavior:**
 - Searching PDFs line by line; manually cross-referencing.
 - Delaying decisions due to low clarity or accessibility.

3. Communication-Channel Fit

- **Trigger to Act:** Release of the new Index data (annually or semi-annually).
- **Emotions Experienced:**
 - Frustration with manual workflows.
 - Anxiety over missing trends.
 - Relief and confidence after seeing the interactive dashboards.
- **Channels Observed:**
 - Policymakers via government intranet or conferences.
 - Investors via financial websites, LinkedIn, and email newsletters.

4. Problem-Solution Fit

- **Solution Aligned to Context:**
 - Interactive online dashboards embedded in a professional web app.
 - Data filters for countries, pillars, and time ranges.
 - Responsive design usable on desktop and mobile.
 - Hosted on GitHub Pages for easy sharing; no password needed.
 - Accompanied by a professional Word/PDF report for offline use.
 - Optional filters and tooltips tailored for varied user expertise.

Summary of Fit

This solution directly addresses policymakers' and investors' frustrations by delivering a visually compelling, interactive, and easily accessible tool. It fits within their workflow (desktop/mobile, embedded web integrations) and behavior (annual index use). Combined with downloadable documentation, it effectively solves their problems in a familiar, efficient, and trustable format