

Project Design Phase

Problem – Solution Fit Template

Date	20 June 2025
Team ID	LTVIP2025TMID48703
Project Name	Measuring the pulse of prosperity: an index of economic freedom
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:**

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Policymakers, economists, development researchers, and students interested in national or regional prosperity metrics.	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> Lack of access to updated or credible datasets. Limited knowledge of data analysis tools. Budgetary or resource limitations for deeper studies. 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> The Heritage Foundation Index. World Bank Ease of Doing Business reports. Academic publications (but often not user-friendly or accessible for all). 	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> Need to understand what drives prosperity and freedom in economies. Need to compare economic freedom across countries to guide reforms 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> Limited awareness of the components driving economic freedom. Difficulty accessing comparative insights across countries. Reliance on outdated or anecdotal data. 	7. BEHAVIOUR BE <ul style="list-style-type: none"> Direct: Reading official reports, using data dashboards. Indirect: Watching explainer videos, reading summaries, attending seminars/webinars. 	
Identify strong TR & EM	3. TRIGGERS TR <ul style="list-style-type: none"> Concerns over economic stagnation or inequality. Interest in global rankings and their correlation with development. Academic projects or research questions. 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> An interactive or data-driven analysis of the Index of Economic Freedom using real datasets. Visualizations and rankings that make insights clear and actionable. 	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE Reports, dashboards, data portals (e.g., World Bank, Heritage.org).	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM Before: Frustrated, uncertain about which economic policies correlate with growth. After: Informed, confident in data-based comparisons, inspired to explore policy reform or further research.		8.2 OFFLINE Lectures, conferences, printed reports, classroom discussions.	

References:

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