

## Project Design Phase

### Problem – Solution Fit Template

Date	28June2025
TeamID	LTVIP2025TMID34780
ProjectName	Measuringthepulseofprosperity:anindexof economic freedom
MaximumMarks	2Marks

**Problem– SolutionFitTemplate:**TheProblem-SolutionFit simplymeansthatyouhavefounda problemwithyourcustomerand thatthesolutionyouhaverealizedforitactuallysolves the customer’sproblem.Ithelpsentrepreneurs,marketersandcorporateinnovatorsidentifybehavioral patterns and recognize what would work and why

#### Purpose:

- ☐ Solvecomplexproblemsinawaythatfitsthestateofyourcustomers.
- ☐ Succeedfasterandincreaseyoursolutionadoptionbytappingintoexistingmediumsand channels of behavior.
- ☐ Sharpenyourcommunicationandmarketingstrategywiththerighttriggersandmessaging.
- ☐ Increasetouch-pointswith yourcompanybyfindingtherightproblem-behaviorfit andbuilding trust by solving frequent annoyances, orurgent or costly problems.
- ☐ Understandtheexistingsituationinordertoimproveitforyourtargetgroup.

<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Define CS, fit into CC</div> <div> <p><b>1. CUSTOMER SEGMENT(S)</b> <span style="float: right; background-color: #f8d7da; padding: 2px 5px; font-weight: bold;">CS</span></p> <p>Policy makers, economists, development researchers, and students interested in national or regional prosperity metrics.</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Focus on J&amp;P, tap into BE, understand RC</div> <div> <p><b>6. CUSTOMER CONSTRAINTS</b> <span style="float: right; background-color: #fff3cd; padding: 2px 5px; font-weight: bold;">CC</span></p> <ul style="list-style-type: none"> <li>Lack of access to updated or credible datasets.</li> <li>Limited knowledge of data analysis tools.</li> <li>Budgetary or resource limitations for deeper studies.</li> </ul> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Explore AS, differentiate</div> <div> <p><b>5. AVAILABLE SOLUTIONS</b> <span style="float: right; background-color: #d1ecf1; padding: 2px 5px; font-weight: bold;">AS</span></p> <ul style="list-style-type: none"> <li>The Heritage Foundation Index.</li> <li>World Bank Ease of Doing Business reports.</li> <li>Academic publications (but often not user-friendly or accessible for all).</li> </ul> </div> </div>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Identify strong TR &amp; EM</div> <div> <p><b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span style="float: right; background-color: #fff3cd; padding: 2px 5px; font-weight: bold;">J&amp;P</span></p> <ul style="list-style-type: none"> <li>Need to understand what drives prosperity and freedom in economies.</li> <li>Need to compare economic freedom across countries to guide reforms</li> </ul> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Focus on J&amp;P, tap into BE, understand RC</div> <div> <p><b>9. PROBLEM ROOT CAUSE</b> <span style="float: right; background-color: #fff3cd; padding: 2px 5px; font-weight: bold;">RC</span></p> <ul style="list-style-type: none"> <li>Limited awareness of the components driving economic freedom.</li> <li>Difficulty accessing comparative insights across countries.</li> <li>Reliance on outdated or anecdotal data.</li> </ul> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Explore online &amp; offline CH of BE</div> <div> <p><b>7. BEHAVIOUR</b> <span style="float: right; background-color: #fff3cd; padding: 2px 5px; font-weight: bold;">BE</span></p> <ul style="list-style-type: none"> <li>Direct: Reading official reports, using data dashboards.</li> <li>Indirect: Watching explainer videos, reading summaries, attending seminars/webinars.</li> </ul> </div> </div>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Identify strong TR &amp; EM</div> <div> <p><b>3. TRIGGERS</b> <span style="float: right; background-color: #d1ecf1; padding: 2px 5px; font-weight: bold;">TR</span></p> <ul style="list-style-type: none"> <li>Concerns over economic stagnation or inequality.</li> <li>Interest in global rankings and their correlation with development.</li> <li>Academic projects or research questions.</li> </ul> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Focus on J&amp;P, tap into BE, understand RC</div> <div> <p><b>10. YOUR SOLUTION</b> <span style="float: right; background-color: #d1ecf1; padding: 2px 5px; font-weight: bold;">SL</span></p> <ul style="list-style-type: none"> <li>An interactive or data-driven analysis of the Index of Economic Freedom using real datasets.</li> <li>Visualizations and rankings that make insights clear and actionable.</li> </ul> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Explore online &amp; offline CH of BE</div> <div> <p><b>8. CHANNELS of BEHAVIOUR</b> <span style="float: right; background-color: #d1ecf1; padding: 2px 5px; font-weight: bold;">CH</span></p> <p><b>8.1 ONLINE</b> Reports, dashboards, data portals (e.g., World Bank, Heritage.org).</p> <p><b>8.2 OFFLINE</b> Lectures, conferences, printed reports, classroom discussions.</p> </div> </div>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Identify strong TR &amp; EM</div> <div> <p><b>4. EMOTIONS: BEFORE / AFTER</b> <span style="float: right; background-color: #d1ecf1; padding: 2px 5px; font-weight: bold;">EM</span></p> <p>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.</p> </div> </div>		