

Project Design Phase

Problem – Solution Fit Template

Date	28 June 2025
Team ID	LTVIP2025TMID47631
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: Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis

Problem-Solution Fit canvas

Purpose / Vision

Version:

<div style="background-color: #f8d7da; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">1. CUSTOMER SEGMENT(S) CS</div> <div style="border: 1px solid #ccc; padding: 5px; min-height: 40px;">Policy analysts, researchers, government advisors.</div>	<div style="background-color: #f8d7da; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">6. CUSTOMER LIMITATIONS <small>EG. BUDGET, DEVICES</small> CL</div> <div style="border: 1px solid #ccc; padding: 5px; min-height: 40px;">Tight budgets, simple devices, low tech expertise.</div>	<div style="background-color: #f8d7da; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">5. AVAILABLE SOLUTIONS <small>PLUSSES & MINUSES</small> AS</div> <div style="border: 1px solid #ccc; padding: 5px; min-height: 40px;">PDFs (trusted, static), raw data (detailed, complex), tools (limited scope).</div>
<div style="background-color: #fff3cd; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">2. PROBLEMS / PAINS + ITS FREQUENCY PR</div> <div style="border: 1px solid #ccc; padding: 5px; min-height: 40px;">Difficulty comparing economic data; recurs during policy or research work.</div>	<div style="background-color: #fff3cd; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">9. PROBLEM ROOT / CAUSE RC</div> <div style="border: 1px solid #ccc; padding: 5px; min-height: 40px;">No simple tool to convert complex data into usable insight.</div>	<div style="background-color: #fff3cd; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">7. BEHAVIOR + ITS INTENSITY BE</div> <div style="border: 1px solid #ccc; padding: 5px; min-height: 40px;">High engagement when insights are needed fast.</div>
<div style="background-color: #d4edda; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">3. TRIGGERS TO ACT TR</div> <div style="border: 1px solid #ccc; padding: 5px; min-height: 40px;">Reports, policy reviews, academic projects, or funding deadlines.</div>	<div style="background-color: #d4edda; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">10. YOUR SOLUTION SL</div> <div style="border: 1px solid #ccc; padding: 5px; min-height: 40px;">An intuitive Tableau dashboard for interactive, visual data exploration.</div>	<div style="background-color: #d4edda; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">8. CHANNELS of BEHAVIOR CH</div> <div style="border: 1px solid #ccc; padding: 5px; min-height: 40px;"> <div style="border-bottom: 1px solid #ccc; padding-bottom: 5px;">ONLINE</div> <div>Online dashboards, LinkedIn, policy forums.</div> <div style="border-bottom: 1px solid #ccc; padding-bottom: 5px;">OFFLINE</div> <div>events.</div> </div>
<div style="background-color: #d4edda; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">4. EMOTIONS <small>BEFORE / AFTER</small> EM</div> <div style="border: 1px solid #ccc; padding: 5px; min-height: 40px;"> <i>Before:</i> Confused and frustrated. <i>After:</i> Clear and confident. </div>		

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IdeaHackers .NL

References:

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