

Ideation Phase

Define the Problem Statements

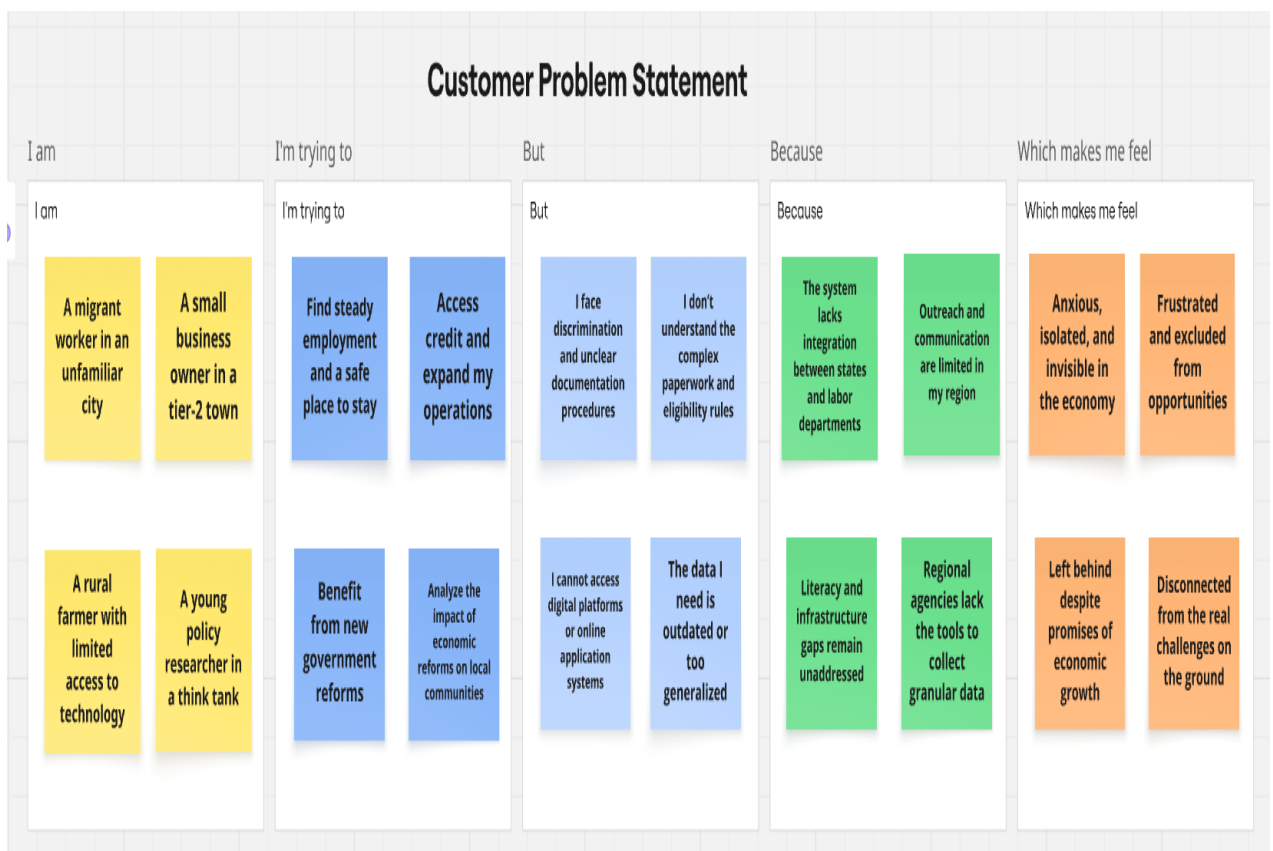
Date	28 June 2025
Team ID	LTVIP2025TMID47631
Project Name	Measuring the pulse of prosperity: An Index of economic freedom analysis
Maximum Marks	2 Marks

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/>



Problem Statement	I am	I'm trying to	But	Because	Which makes me feel
PS-1	A small business owner in a tier-2 town	Scale my enterprise and gain financial access	Regulatory procedures are confusing and hard to navigate	Government support programs are poorly communicated and localized	Frustrated and excluded from economic participation
PS-2	A migrant worker in an unfamiliar city	Find steady employment and a safe place to stay	I face discrimination and unclear documentation procedures	The system lacks integration between states and labor departments	Anxious, isolated, and invisible in the economy
PS-3	A rural farmer with limited access to technology	Benefit from new government reforms	I cannot access digital platforms or online application systems	Literacy and infrastructure gaps remain unaddressed	Left behind despite promises of economic growth
PS-4	A young policy researcher in a think tank	Analyze the impact of economic reforms on local communities	The data I need is outdated or too generalized	Regional agencies lack the tools to collect granular data	Disconnected from the real challenges on the ground