

Ideation Phase

Define the Problem Statements

Date	28 June, 2025
Team ID	LTVIP2025TMID49302
Project Name	Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis
Maximum Marks	2 Marks

Customer Problem Statement

PS	Persona	Goal	Obstacle	Cause	Emotional Impact
PS-1	Policy analyst or curious citizen	Understand how free different countries are economically	Data is fragmented, complex, and hard to interpret	Presented in non-interactive tables and static PDFs without context or guidance	Feels overwhelmed and discouraged from exploring further
PS-2	Student or researcher	Draw insights from economic freedom scores across regions	Struggles to find tools for meaningful visual comparisons	Most dashboards lack storytelling or guided exploration	Feels disconnected from data and unsure how to extract useful findings

2.2 Empathy map

