

Project Design Phase Problem – Solution Fit

Date	19 June 2025
Team ID	LTVIP2025TMID48892
Project Name	Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis
Maximum Marks	2 Marks

Problem – Solution Fit

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.

Project-Specific Application

Problem: Difficulty in evaluating levels of economic freedom across countries.

Customer Segment: Policymakers and economists.

Current Situation: Economic data is often fragmented and lacks holistic visual analysis. Users struggle with isolated metrics that don't reveal key trends or correlations.

Solution: Development of interactive Tableau dashboards that analyze a composite Index of Economic Freedom across various indicators.



Value Proposition:

- Assess economic policies
- Identify patterns and trends
- Inform decision-making

Existing Alternatives: Isolated analysis of economic indicators from static or manual sources.

Key Metrics:

- Insights into policy impacts
- Comparison of countries
- Visualization of data for improved understanding

PROBLEM-SOLUTION FIT CANVAS	
PROBLEM <div>Difficulty in evaluating levels of economic freedom</div>	SOLUTION <div>Analysis of an Index of Economic Freedom</div>
CUSTOMER SEGMENT <div>Policymakers and economists</div>	VALUE PROPOSITION <div><ul style="list-style-type: none">• Assess economic policies• Identify patterns and trends• Inform decision-making</div>
EXISTING ALTERNATIVES <div>Isolated analysis of economic indicators</div>	KEY METRICS <div><ul style="list-style-type: none">• Insights into policy impacts• Comparison of countries• Visualization of data</div>