

Ideation Phase:-

Empathize & Discover:-

Date	17 June 2025
Team ID	LTVIP2025TMID48892
Project Name	Measuring The Pulse Of Prosperity: An Index Of Economic Freedom Analysis
Maximum Marks	4 Marks

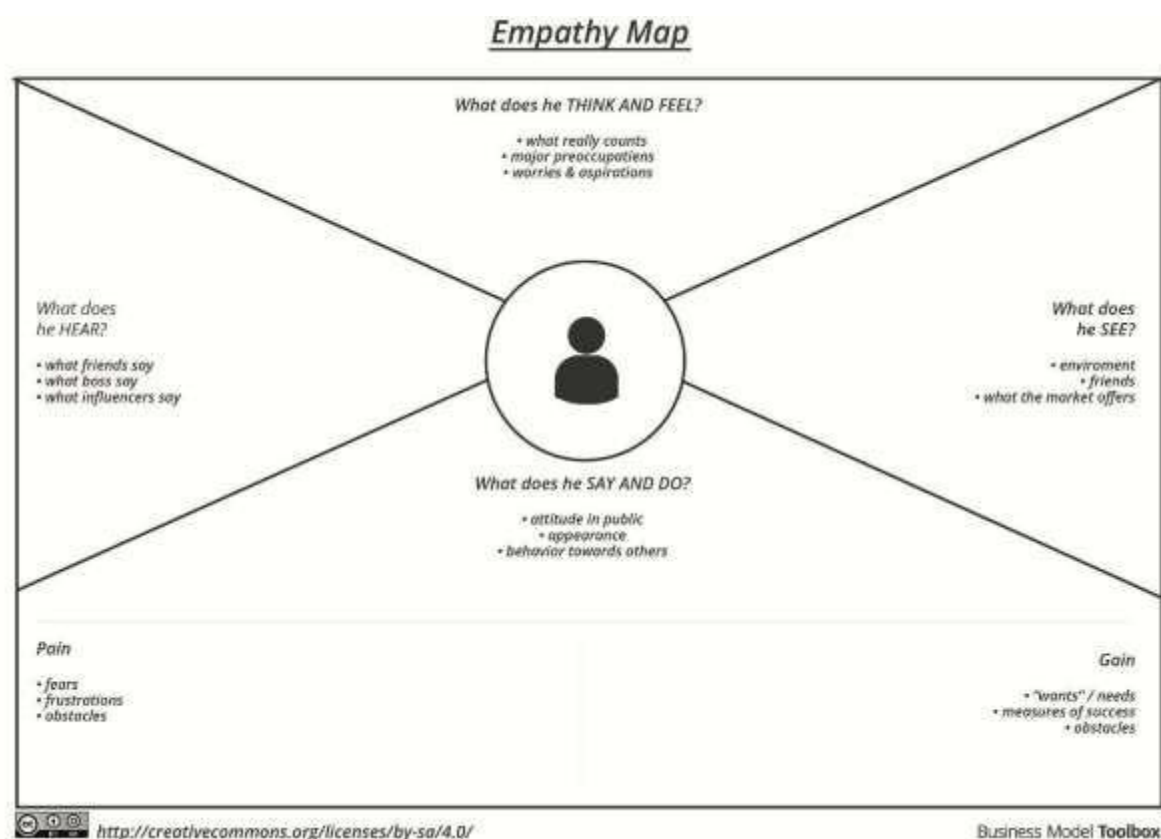
Empathy Map Canvas:-

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:-



Example:- Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis using Tableau

Empathy Map

<p>THINK & FEEL</p> <ul style="list-style-type: none">• Am I in a business-friendly environment?• Are policies helping or hindering economic growth?• Is there too much government interference or corruption• Worrying about inflation, taxes, or unstable regulations	<p>SEE</p> <ul style="list-style-type: none">• Economic reports and global indices (e.g. Heritage, Fraser institute)• News headlines on policy changes, reforms, or economic crises• Charts showing GDP growth, tax rates, inflation, unemployment• Regional disparities in economic opportunity
<p>HEAR</p> <ul style="list-style-type: none">• Discussions from economists, journalists, or think tanks• Complaints from businesses about red tape or unfair taxes• Political leaders promising reforms or growth strategies• Global investors discussing the country's ranking <p>PAIN</p> <ul style="list-style-type: none">• Lack of clear data or transparency in governance• Inconsistent or biased reporting	<p>SAY & DO</p> <ul style="list-style-type: none">• Discuss policies in forums or economic panels• Compare economic indicators across countries or regions• Share or debate economic index results on social media• Advocate for reforms or transparency <p>GAIN</p> <ul style="list-style-type: none">• Clear understanding of economic strengths/weaknesses• Evidence-based policy decision-making