Ideation Phase
Empathize & Discover

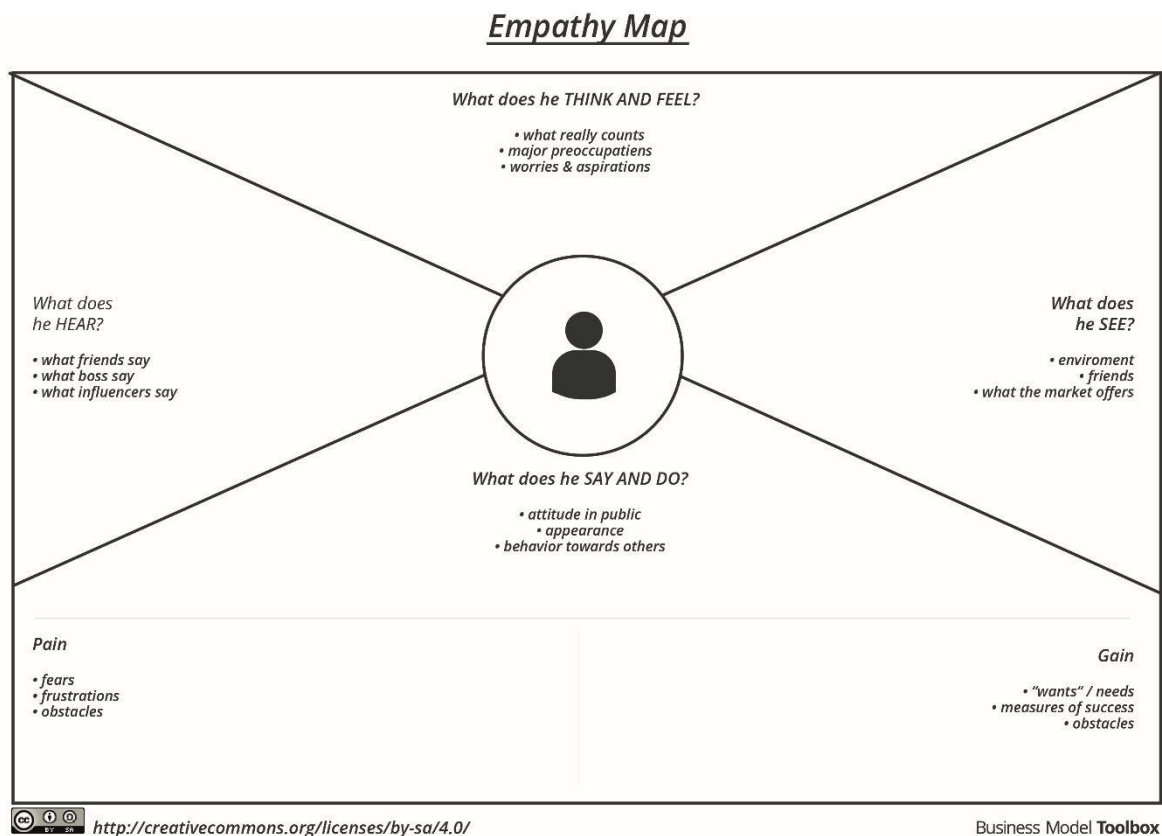| Date	2 July 2025
Team ID	LTVIP2025TMID51597
Project Name	Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis
Maximum Marks	4 Marks

Empathy Map Canvas:

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

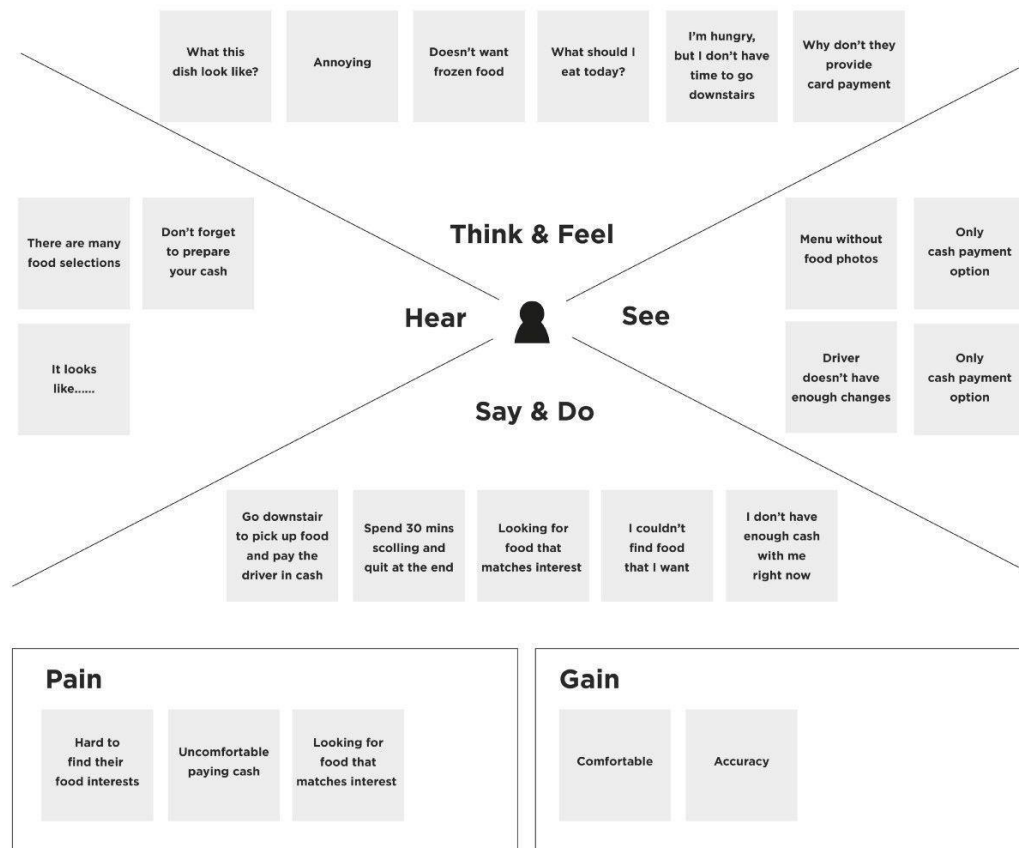It is a useful tool to helps teams better understand their users.
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:

Reference: https://www.mural.co/templates/empathy-map-canvas

Example: Food Ordering & Delivery Application

Empathy Map Canvas

the primary user as: An economics student or policy analyst.

Section	Content (Based on Your Project)
Says	"I need to understand how different economic freedoms impact prosperity.""I want to compare countries based on specific indicators like property rights or tax burden."
Thinks	"Some countries succeed economically despite low freedom scores — why?""Are we missing important regional trends in the data?"
Does	Reads global economic reports.Manually compares country scores and indicators using Excel or raw datasets.
Feels	Overwhelmed by complex data.Curious about trends hidden in the numbers.Wants confidence in drawing conclusions.
Sees	Long tables with multiple indicators.Rankings without visual clarity.Possibilities to simplify insights with visuals.
Hears	Professors asking for visual representation of economic concepts.Colleagues or peers needing region-wise summaries or dashboards.
Pains	Time-consuming data interpretation.Difficulty identifying patterns across multiple indicators.Static reports that lack interactivity.
Gains	Interactive dashboards that simplify analysis.Clear understanding of freedom vs prosperity.Effective visual storytelling for academic or policy use.

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