

## Project Design Phase

### Problem – SoluΘon Fit Template

Date	28 June 2025
Team ID	LTVIP2025TMID47877
Project Name	Measuring the pulse of prosperity: an index of economic freedom
Maximum Marks	2 Marks

Problem– SoluΘon Fit Template: The Problem-SoluΘon Fit simply means that you have found a problem with your customer and that the soluΘon 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 soluΘon 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.

<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Define CS, fit into CC</div> <div> <p><b>1. CUSTOMER SEGMENT(S)</b> <span style="float: right; background-color: #f8d7da; padding: 2px 5px; font-weight: bold;">CS</span></p> <p>Policy makers, economists, development researchers, and students interested in national or regional prosperity metrics.</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p><b>6. CUSTOMER CONSTRAINTS</b> <span style="float: right; background-color: #f8d7da; padding: 2px 5px; font-weight: bold;">CC</span></p> <ul style="list-style-type: none"> <li>Lack of access to updated or credible datasets.</li> <li>Limited knowledge of data analysis tools.</li> <li>Budgetary or resource limitations for deeper studies.</li> </ul> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p><b>5. AVAILABLE SOLUTIONS</b> <span style="float: right; background-color: #f8d7da; padding: 2px 5px; font-weight: bold;">AS</span></p> <ul style="list-style-type: none"> <li>The Heritage Foundation Index.</li> <li>World Bank Ease of Doing Business reports.</li> <li>Academic publications (but often not user-friendly or accessible for all).</li> </ul> </div> </div> <div style="writing-mode: vertical-rl; font-weight: bold;">Explore AS, differentiate</div>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Focus on J&amp;P, tap into BE, understand RC</div> <div> <p><b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span style="float: right; background-color: #fff3cd; padding: 2px 5px; font-weight: bold;">J&amp;P</span></p> <ul style="list-style-type: none"> <li>Need to understand what drives prosperity and freedom in economies.</li> <li>Need to compare economic freedom across countries to guide reforms</li> </ul> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p><b>9. PROBLEM ROOT CAUSE</b> <span style="float: right; background-color: #fff3cd; padding: 2px 5px; font-weight: bold;">RC</span></p> <ul style="list-style-type: none"> <li>Limited awareness of the components driving economic freedom.</li> <li>Difficulty accessing comparative insights across countries.</li> <li>Reliance on outdated or anecdotal data.</li> </ul> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p><b>7. BEHAVIOUR</b> <span style="float: right; background-color: #fff3cd; padding: 2px 5px; font-weight: bold;">BE</span></p> <ul style="list-style-type: none"> <li>Direct: Reading official reports, using data dashboards.</li> <li>Indirect: Watching explainer videos, reading summaries, attending seminars/webinars.</li> </ul> </div> </div> <div style="writing-mode: vertical-rl; font-weight: bold;">Focus on J&amp;P, tap into BE, understand RC</div>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Identify strong TR &amp; EM</div> <div> <p><b>3. TRIGGERS</b> <span style="float: right; background-color: #d4edda; padding: 2px 5px; font-weight: bold;">TR</span></p> <ul style="list-style-type: none"> <li>Concerns over economic stagnation or inequality.</li> <li>Interest in global rankings and their correlation with development.</li> <li>Academic projects or research questions.</li> </ul> </div> </div> <div style="margin-top: 10px;"> <p><b>4. EMOTIONS: BEFORE / AFTER</b> <span style="float: right; background-color: #d4edda; padding: 2px 5px; font-weight: bold;">EM</span></p> <p>Before: Frustrated, uncertain about which economic policies correlate with growth.</p> <p>After: Informed, confident in data-based comparisons, inspired to explore policy reform or further research.</p> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p><b>10. YOUR SOLUTION</b> <span style="float: right; background-color: #d4edda; padding: 2px 5px; font-weight: bold;">SL</span></p> <ul style="list-style-type: none"> <li>An interactive or data-driven analysis of the Index of Economic Freedom using real datasets.</li> <li>Visualizations and rankings that make insights clear and actionable.</li> </ul> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <p><b>8. CHANNELS of BEHAVIOUR</b> <span style="float: right; background-color: #d4edda; padding: 2px 5px; font-weight: bold;">CH</span></p> <p><b>8.1 ONLINE</b></p> <p>Reports, dashboards, data portals (e.g., World Bank, Heritage.org).</p> <p><b>8.2 OFFLINE</b></p> <p>Lectures, conferences, printed reports, classroom discussions.</p> </div> </div> <div style="writing-mode: vertical-rl; font-weight: bold;">Extract online &amp; offline CH of BE</div>