

## Project Design Phase

### Problem – Solution Fit Template

Date	26 June 2025
Team ID	LTVIP2025TMID20778
Project Name	Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis
Maximum Marks	2 Marks

#### Problem – Solution Fit Template:

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.

#### Template:

**Problem-Solution Fit canvas**
Purpose / Vision
Version:

<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">Define CS, fit into CL</div> <div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">Focus on PR, tap into BE, understand RC</div> <div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em;">Identify strong TR &amp; EM</div>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">Explore AS, differentiate</div> <div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">Focus on PR, tap into BE, understand RC</div> <div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em;">Extract online &amp; offline CH of BE</div>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">Focus on PR, tap into BE, understand RC</div> <div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">Extract online &amp; offline CH of BE</div>
<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">1. CUSTOMER SEGMENT(S) <span style="float: right; background-color: #f0f0f0; padding: 2px 5px; font-size: 0.7em;">CS</span></div> <ul style="list-style-type: none"> <li>University students doing economic or public policy projects</li> <li>Educators</li> <li>Policy researchers</li> </ul>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">2. PROBLEMS / PAINS + ITS FREQUENCY <span style="float: right; background-color: #f0f0f0; padding: 2px 5px; font-size: 0.7em;">PR</span></div> <ul style="list-style-type: none"> <li>Understand and compare economic freedom across countries</li> <li>Analyze how economic indicators affect prosperity</li> <li>Need for simple visual interpretation of complex data</li> </ul>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">3. TRIGGERS TO ACT <span style="float: right; background-color: #f0f0f0; padding: 2px 5px; font-size: 0.7em;">TR</span></div> <ul style="list-style-type: none"> <li>Assignment or research topic</li> <li>Curiosity about country rankings</li> <li>Need to present findings visually</li> </ul>
<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">4. EMOTIONS <span style="float: right; background-color: #f0f0f0; padding: 2px 5px; font-size: 0.7em;">EM</span></div> <p style="margin: 0;">Before: confused, overwhelmed by raw data</p> <p style="margin: 0;">After: informed, confident, curious to explore more</p>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">5. AVAILABLE SOLUTIONS <span style="float: right; background-color: #f0f0f0; padding: 2px 5px; font-size: 0.7em;">AS</span></div> <ul style="list-style-type: none"> <li>Raw datasets from Heritage Foundation</li> <li>Static PDF reports</li> <li>Wikipedia rankings</li> </ul>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">6. CUSTOMER LIMITATIONS <span style="float: right; background-color: #f0f0f0; padding: 2px 5px; font-size: 0.7em;">CL</span></div> <p style="margin: 0; font-size: 0.8em;">EG. BUDGET, DEVICES</p> <ul style="list-style-type: none"> <li>Limited time</li> <li>Limited data interpretation skills</li> <li>Not familiar with technical dashboards or economic terms</li> </ul>
<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">7. BEHAVIOR + ITS INTENSITY <span style="float: right; background-color: #f0f0f0; padding: 2px 5px; font-size: 0.7em;">BE</span></div> <ul style="list-style-type: none"> <li>Looks for summaries and quick insights</li> <li>Skims for top/bottom performers</li> <li>Shares visuals with peers or teachers</li> </ul>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">8. CHANNELS of BEHAVIOR <span style="float: right; background-color: #f0f0f0; padding: 2px 5px; font-size: 0.7em;">CH</span></div> <div style="margin-bottom: 5px;"> <b>ONLINE</b> <ul style="list-style-type: none"> <li>Google Search</li> <li>University LMS or portal</li> <li>Shared links via WhatsApp, Telegram, Email</li> <li>Tableau Public Gallery</li> <li>YouTube/Blogs</li> </ul> </div> <div> <b>OFFLINE</b> <ul style="list-style-type: none"> <li>Word of mouth from classmates or faculty</li> <li>College project fairs or presentations</li> <li>Posters or QR code printouts leading to the dashboard</li> <li>Library research guidance from professors or peers</li> </ul> </div>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">9. PROBLEM ROOT / CAUSE <span style="float: right; background-color: #f0f0f0; padding: 2px 5px; font-size: 0.7em;">RC</span></div> <ul style="list-style-type: none"> <li>Lack of simple, visual, and interactive tools to explore economic freedom data</li> <li>Existing data is too text-heavy or static</li> </ul>
<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">10. YOUR SOLUTION <span style="float: right; background-color: #f0f0f0; padding: 2px 5px; font-size: 0.7em;">SL</span></div> <ul style="list-style-type: none"> <li>A clean, interactive Tableau dashboard that groups indicators into four pillars</li> <li>Easy filters, tooltips, and visual comparisons by region and country</li> <li>Mobile-friendly layout with shareable link</li> </ul>		

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 IdeaHackers.in

#### References:

1. <https://www.ideahackers.network/problem-solution-fit-canvas/>
2. <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>