

Project Design Phase
Problem – Solution Fit Template

Date	21 June 2025
Team ID	LTVIP2025TMID52043
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 2.0

Purpose / Vision

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Data analysts and researchers Policymakers Educators Public Viewer public prosecutor	6. CUSTOMER CONSTRAINTS CC Lack of coding background Limited access to high-end analytics tools Unfamiliarity with APIs or ML Time constraints in academic settings	5. AVAILABLE SOLUTIONS AS Raw Excel tables with static summaries PowerPoint-based reports with screenshots Country-level PDF reports Limitations: Not interactive Time-consuming Doesn't scale or engage users	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P Understand how economic freedom impacts prosperity Visualize global economic metrics interactively Use dashboards for learning, decision-making, or academic submissions Identify countries that need policy reform	9. PROBLEM ROOT CAUSE RC Parenting is unpredictable and information-heavy No single solution integrates scheduling, health, growth, and learning Lack of accessible, smart tools for everyday parenting decisions Economic data is often large, complex, and underutilized There's a gap between data availability and data storytelling skills Students/researchers lack tools to make insights visible or engaging	7. BEHAVIOUR BE Search GitHub for datasets Watch Tableau tutorials on YouTube Clean data using Excel or Google Sheets Build basic charts, try free tools (Tableau Public, Flourish) Juggle between parenting apps and spreadsheets Use WhatsApp for reminders or communication with caregivers Rely on pediatricians or daycare for updates Track milestones in physical notebooks	
Identify strong TR & EM	3. TRIGGERS TR Need to submit a high-quality analytics project Curiosity about global development trends Exposure to visual dashboards on LinkedIn or in courses College-level assignments or hackathons	10. YOUR SOLUTION SL Offers a structured, visual-first approach using real global data Converts complex datasets into accessible, interactive dashboards Uses open/free tools (Python, Tableau Public) Enables storytelling through data for education, awareness, or policy-making A unified, data-driven Parent Dashboard that: Tracks health (e.g., vaccinations, sleep, food) Monitors developmental milestones Sends smart reminders Provides AI-based recommendations Syncs with pediatrician or daycare input	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE Google Search (e.g., "economic freedom dataset") YouTube (Tableau dashboards, case studies) GitHub (sample notebooks) LinkedIn (project portfolios) 8.2 OFFLINE College lab sessions Faculty mentoring Peer reviews or project discussions	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM Overwhelmed by large datasets Confused about what insights to extract Not confident in presentation/communication of results Confident with a polished dashboard Excited to share insights Proud of portfolio-quality results			



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