

Project Design Phase Problem – Solution Fit Template

Date	28 June 2025
Team ID	LTVIP2025TMID50215
Project Name	Measuring the pulse of prosperity: an index of economic freedom
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:**

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS	6. CUSTOMER CONSTRAINTS CC	5. AVAILABLE SOLUTIONS AS	Explore AS, differentiate
	<p>Policymakers, economists, development researchers, and students interested in national or regional prosperity metrics.</p>	<ul style="list-style-type: none"> Lack of access to updated or credible datasets. Limited knowledge of data analysis tools. Budgetary or resource limitations for deeper studies. 	<ul style="list-style-type: none"> The Heritage Foundation Index. World Bank Ease of Doing Business reports. Academic publications (but often not user-friendly or accessible for all). 	
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P	9. PROBLEM ROOT CAUSE RC	7. BEHAVIOUR BE	Focus on J&P, tap into BE, understand RC
	<ul style="list-style-type: none"> Need to understand what drives prosperity and freedom in economies. Need to compare economic freedom across countries to guide reforms 	<ul style="list-style-type: none"> Limited awareness of the components driving economic freedom. Difficulty accessing comparative insights across countries. Reliance on outdated or anecdotal data. 	<ul style="list-style-type: none"> Direct: Reading official reports, using data dashboards. Indirect: Watching explainer videos, reading summaries, attending seminars/webinars. 	
Identify strong TR & EM	3. TRIGGERS TR	10. YOUR SOLUTION SL	8. CHANNELS OF BEHAVIOUR CH	Extract online & offline CH of BE
	<ul style="list-style-type: none"> Concerns over economic stagnation or inequality. Interest in global rankings and their correlation with development. Academic projects or research questions. 		<p>8.1 ONLINE</p> <p>Reports, dashboards, data portals (e.g., World Bank, Heritage.org).</p> <hr/> <p>8.2 OFFLINE</p> <p>Lectures, conferences, printed reports, classroom discussions.</p>	
4. EMOTIONS: BEFORE / AFTER EM				
<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>				