**Empathy Map**

# Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis

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| Date | Team ID | Project Name | Maximum Marks |
| 16-06-2025 | LTVIP2025TMID48223 | Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis | 2 Marks |

The Empathy Map Canvas helps us step into the shoes of the end‑users or stakeholders of our economic‑freedom project. It reveals not only what users explicitly need, but also what they think, feel, struggle with, and expect—guiding us to design a data‑driven solution that creates real impact.

## Who Are We Empathizing With?

• Government Policymakers & Economic Planners: Ministries of Finance, central banks, and reform task forces responsible for crafting policies that improve economic freedom and national prosperity.

• Investors & Business Leaders: Domestic and foreign investors looking for transparent, stable, and free markets to allocate capital and expand operations.

• Researchers, Think‑Tank Analysts & Journalists: Academics and media professionals who interpret the Index to educate the public and influence policy debates.

## User Says

* “We need clear evidence on which reforms will boost growth the fastest.”
* “Where does our country rank compared with our regional peers?”

## User Thinks

* “High taxes and corruption might be why investors stay away… but I need numbers to prove it.”
* “Interactive visuals would help me brief leadership quickly.”

## User Does

* Downloads PDF reports and copies tables into Excel for manual comparison.
* Creates static slide decks to present rankings to executives or the public.

## User Feels

* Overwhelmed by fragmented data and methodological jargon.
* Motivated and proud when progress or high rankings are communicated clearly.

## Insights Gained

* Need for a single, interactive dashboard that merges the 12 pillars with prosperity indicators (GDP per capita, unemployment, poverty rates).
* Strong demand for regional and income‑group benchmarking to highlight relative performance.
* Narrative, data‑driven storytelling (Tableau Story) makes complex economic concepts accessible to non‑experts.
* Web publishing (e.g., embedding in a simple site) broadens access for journalists, investors, and citizens.
* Comparative tools that track reforms over five years help policymakers measure the impact of policy changes.