

Project Design Phase

Problem – Solution Fit Template

Date	24 June 2025
Team ID	LTVIP2025TMID50685
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	6. CUSTOMER CONSTRAINTS CC	5. AVAILABLE SOLUTIONS AS	Explore AS, differentiate
	Data analysts and researchers Policymakers Educators Public Viewer public prosecutor	Lack of coding background Limited access to high-end analytics tools Unfamiliarity with APIs or ML Time constraints in academic settings	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	
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
	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	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	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	10. YOUR SOLUTION SL	8. CHANNELS of BEHAVIOUR CH	Extract online & offline CH of BE
	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		8.1 ONLINE Google Search (e.g., "economic freedom dataset") YouTube (Tableau dashboards, case studies) GitHub (sample notebooks) LinkedIn (project portfolios)	
4. EMOTIONS: BEFORE / AFTER EM				
<div style="display: flex; justify-content: space-between;"> <div> Overwhelmed by large datasets Confused about what insights to extract Not confident in presentation/communication of results </div> <div>BEFORE</div> </div> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div> Confident with a polished dashboard Excited to share insights Proud of portfolio-quality results </div> <div>AFTER</div> </div>		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		
		8.2 OFFLINE College lab sessions Faculty mentoring Peer reviews or project discussions		



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