

Project Design Phase

Problem – Solution Fit Template

Date	26 June 2025
Team ID	LTVIP2025TMID37895
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

<div style="background-color: #f9f9f9; padding: 2px; text-align: center; font-weight: bold; font-size: 0.8em;">1. CUSTOMER SEGMENT(S) <small>Who is your customer?</small></div> <div style="text-align: right; background-color: #f9f9f9; padding: 2px; font-weight: bold; font-size: 0.7em;">CS</div> <div style="padding: 5px;"> <ul style="list-style-type: none"> Policy researchers, economists, and data analysts Government policy makers and think tanks NGOs, academic institutions Students and professionals in economics/data analytics </div> <div style="background-color: #f9f9f9; padding: 2px; text-align: center; font-weight: bold; font-size: 0.8em;">Define CS, fit into CC</div>	<div style="background-color: #f9f9f9; padding: 2px; text-align: center; font-weight: bold; font-size: 0.8em;">6. CUSTOMER CONSTRAINTS <small>What constraints prevent your customers from taking action or limit their choices?</small></div> <div style="text-align: right; background-color: #f9f9f9; padding: 2px; font-weight: bold; font-size: 0.7em;">CC</div> <div style="padding: 5px;"> <ul style="list-style-type: none"> Limited access to dynamic economic freedom data in one dashboard Lack of integration between real-time data and historical trends <p>Difficulty in visualizing impact of each pillar on a country's prosperity</p> </div> <div style="background-color: #f9f9f9; padding: 2px; text-align: center; font-weight: bold; font-size: 0.8em;">Explore AS, differentiate</div>	<div style="background-color: #f9f9f9; padding: 2px; text-align: center; font-weight: bold; font-size: 0.8em;">5. AVAILABLE SOLUTIONS <small>Which solutions are available to the customers when they face the problem?</small></div> <div style="text-align: right; background-color: #f9f9f9; padding: 2px; font-weight: bold; font-size: 0.7em;">AS</div> <div style="padding: 5px;"> <ul style="list-style-type: none"> Reports published by Heritage Foundation or World Bank Static PDFs or data sheets on economic indicators Manual analysis via spreadsheets and raw data sources </div> <div style="background-color: #f9f9f9; padding: 2px; text-align: center; font-weight: bold; font-size: 0.8em;">Focus on J&P, tap into BE, understand RC</div>
<div style="background-color: #f9f9f9; padding: 2px; text-align: center; font-weight: bold; font-size: 0.8em;">2. JOBS-TO-BE-DONE / PROBLEMS</div> <div style="text-align: right; background-color: #f9f9f9; padding: 2px; font-weight: bold; font-size: 0.7em;">J&P</div> <div style="padding: 5px;"> <ul style="list-style-type: none"> Visualize economic freedom data across countries Identify trends and key impact areas for policy influence Compare countries across 12 indicators and 4 pillars effectively </div> <div style="background-color: #f9f9f9; padding: 2px; text-align: center; font-weight: bold; font-size: 0.8em;">Focus on J&P, tap into BE, understand RC</div>	<div style="background-color: #f9f9f9; padding: 2px; text-align: center; font-weight: bold; font-size: 0.8em;">9. PROBLEM ROOT CAUSE</div> <div style="text-align: right; background-color: #f9f9f9; padding: 2px; font-weight: bold; font-size: 0.7em;">RC</div> <div style="padding: 5px;"> <ul style="list-style-type: none"> Economic data is siloed or fragmented Lack of interactive tools for public policy evaluation Inaccessibility of data-driven insights for non-technical users </div> <div style="background-color: #f9f9f9; padding: 2px; text-align: center; font-weight: bold; font-size: 0.8em;">Focus on J&P, tap into BE, understand RC</div>	<div style="background-color: #f9f9f9; padding: 2px; text-align: center; font-weight: bold; font-size: 0.8em;">7. BEHAVIOUR</div> <div style="text-align: right; background-color: #f9f9f9; padding: 2px; font-weight: bold; font-size: 0.7em;">BE</div> <div style="padding: 5px;"> <ul style="list-style-type: none"> Users currently rely on annual PDF reports and Excel sheets High time spent in manual cleaning and interpretation Difficulty in comparing complex metrics like tax burden vs trade freedom </div> <div style="background-color: #f9f9f9; padding: 2px; text-align: center; font-weight: bold; font-size: 0.8em;">Focus on J&P, tap into BE, understand RC</div>
<div style="background-color: #f9f9f9; padding: 2px; text-align: center; font-weight: bold; font-size: 0.8em;">3. TRIGGERS</div> <div style="text-align: right; background-color: #f9f9f9; padding: 2px; font-weight: bold; font-size: 0.7em;">TR</div> <div style="padding: 5px;"> <ul style="list-style-type: none"> Need for evidence-based policy making Interest in understanding economic prosperity metrics </div> <div style="background-color: #f9f9f9; padding: 2px; text-align: center; font-weight: bold; font-size: 0.8em;">Identify strong TR & EM</div>	<div style="background-color: #f9f9f9; padding: 2px; text-align: center; font-weight: bold; font-size: 0.8em;">10. YOUR SOLUTION</div> <div style="text-align: right; background-color: #f9f9f9; padding: 2px; font-weight: bold; font-size: 0.7em;">SL</div> <div style="padding: 5px;"> <ul style="list-style-type: none"> Interactive Tableau dashboard powered by MySQL & curated datasets Dynamic comparisons across countries and indicators Drill-downs for pillar-wise performance (e.g., </div> <div style="background-color: #f9f9f9; padding: 2px; text-align: center; font-weight: bold; font-size: 0.8em;">Identify strong TR & EM</div>	<div style="background-color: #f9f9f9; padding: 2px; text-align: center; font-weight: bold; font-size: 0.8em;">8. CHANNELS of BEHAVIOUR</div> <div style="text-align: right; background-color: #f9f9f9; padding: 2px; font-weight: bold; font-size: 0.7em;">CH</div> <div style="padding: 5px;"> <ul style="list-style-type: none"> Academic portals, data science blogs, LinkedIn Public datasets via Kaggle or GitHub Collaboration with policy institutes for outreach </div> <div style="background-color: #f9f9f9; padding: 2px; text-align: center; font-weight: bold; font-size: 0.8em;">Extract online & offline CH of BE</div>
<div style="background-color: #f9f9f9; padding: 2px; text-align: center; font-weight: bold; font-size: 0.8em;">4. EMOTIONS: BEFORE / AFTER</div> <div style="text-align: right; background-color: #f9f9f9; padding: 2px; font-weight: bold; font-size: 0.7em;">EM</div> <div style="padding: 5px;"> <p>Before: Confused by complexity and volume of data</p> </div> <div style="background-color: #f9f9f9; padding: 2px; text-align: center; font-weight: bold; font-size: 0.8em;">Identify strong TR & EM</div>	<div style="background-color: #f9f9f9; padding: 2px; text-align: center; font-weight: bold; font-size: 0.8em;">8.2 OFFLINE</div> <div style="padding: 5px;"> <p>Analysts regularly use the dashboard to inform</p> </div> <div style="background-color: #f9f9f9; padding: 2px; text-align: center; font-weight: bold; font-size: 0.8em;">Extract online & offline CH of BE</div>	

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References:

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