

## Ideation Phase

### Define the Problem Statements

Date	26 June 2025
Team ID	LTVIP2025TMID37895
Project Name	Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis
Maximum Marks	2 Marks

#### Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

<b>I am</b>	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
<b>I'm trying to</b>	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
<b>but</b>	Describe what problems or barriers stand in the way - <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
<b>because</b>	Enter the "root cause" of why the problem or barrier exists - <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
<b>which makes me feel</b>	Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers

Reference: <https://miro.com/templates/customer-problem-statement/>

#### Example:

<b>I am</b>  A policy researcher or economist analyzing global economic freedom trends using structured indicators.	<b>I'm trying to</b>  Measure and evaluate the levels of economic freedom across countries to understand their prosperity.	<b>But</b>  Diverse and complex socio-economic factors make it challenging to consistently assess and compare economic freedom.	<b>Because</b>  Economic freedom depends on multiple dynamic components like law, regulation, and market openness.	<b>Which makes me feel</b>  Motivated but overwhelmed by the need for accurate analysis to influence global policy and development.
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<b>Problem Statement (PS)</b>	<b>I am (Customer)</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
PS-1	Policy Researcher at a Think Tank	Analyze the correlation between economic freedom policies and prosperity outcomes across different countries	The data is scattered across multiple sources, inconsistently formatted, and difficult to compare meaningfully	Heritage Foundation data, World Bank indicators, and regional statistics use different methodologies, time periods, and country classifications	Frustrated and uncertain about the reliability of my policy recommendation
PS-2	Government Economic Advisor	I cannot easily visualize trends, benchmark against peer countries, or quantify the ROI of specific policy interventions	Current reports are static, text-heavy, and don't provide interactive analysis capabilities to drill down into the 12 individual freedom factors	Current reports are static, text-heavy, and don't provide interactive analysis capabilities to drill down into the 12 individual freedom factors	Overwhelmed by data complexity and concerned about making suboptimal policy decisions