

Project Design Phase

Problem – Solution Fit Template

Date	21 June 2025
Team ID	LTVIP2025TMID49241
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:

<p>1. CUSTOMER SEGMENT(S)</p> <p>Policymakers, economists, development researchers, and students interested in national or regional prosperity metrics.</p>	<p>6. CUSTOMER CONSTRAINTS</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. 	<p>5. AVAILABLE SOLUTIONS</p> <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).
<p>2. JOBS-TO-BE-DONE / PROBLEMS</p> <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 	<p>9. PROBLEM ROOT CAUSE</p> <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 • Reliance on outdated or anecdotal data. 	<p>7. BEHAVIOUR</p> <ul style="list-style-type: none"> • Direct: Reading official reports, using data dashboards. • Indirect: Watching explainer videos, reading summaries, attending seminars/webinars.
<p>3. TRIGGERS</p> <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>10. YOUR SOLUTION</p> <ul style="list-style-type: none"> • An interactive or data-driven analysis of the Index of Economic Freedom using real datasets. • Visualizations and rankings that make insights clear and actionable. 	<p>8. CHANNELS of BEHAVIOUR</p> <p>8.1 ONLINE Reports, dashboards, data portals (e.g., World Bank, Heritage.org).</p> <p>8.2 OFFLINE Lectures, conferences, printed reports, classroom discussions.</p>
<p>4. EMOTIONS: BEFORE / AFTER</p> <p>Before: Frustrated, uncertain about which economic policies correlate with growth. After: Informed, confident in data-based comparisons, inspired to explore policy reform or further research.</p>		

Define CS, fit into CC
Explore AS, differentiate

Focus on J&P, tap into BE, understand RC
Focus on J&P, tap into BE, understand and RC

Identify strong TR & EM
Extract online & offline CH of BE

References:

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