

Ideation Phase

Customer Journey Map - Economic Freedom Analysis

Date: 31 January 2025
Team ID: LTVIP2025TMID50318
Project Name: Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis
Maximum Marks: 4 Marks

SCENARIO: Policy Maker Using Economic Freedom Analysis for National Development Strategy

Primary User: Government Economic Policy Advisor
Journey Goal: Accessing, analyzing, and implementing insights from economic freedom indices to improve national prosperity

PHASE	ENTICE	ENTER	ENGAGE	EXIT	EXTEND
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Steps

What does the person typically experience?

Discovery & Initial Interest	Accessing Analysis Platform	Deep Analysis & Insights	Implementation Planning	Long-term Monitoring
Recognizes need for evidence-based economic policy guidance	Searches for comprehensive economic freedom analysis tools	Reviews Economic Freedom Composite Index (EFCI) rankings and correlations	Develops policy recommendations based on findings	Tracks progress and refines strategies

Interactions

What interactions do they have at each step?

| **Things, Places, People** | Research reports, government office, economic advisors | Online dashboards, databases, research team | EFCI platform, analysis tools, statistical reports | Policy documents, cabinet meetings, implementation teams | Monitoring systems, progress reports, stakeholders |

Things: Economic news, policy briefs, international rankings | **Things:** Login credentials, data access, analytical tools | **Things:** EFCI scores, correlation matrices, regression results | **Things:** Policy drafts,

budget allocations, reform plans | **Things:** Progress dashboards, updated rankings, trend analysis |

Places: Government offices, international conferences | **Places:** Research department, data centers |

Places: Analysis workspace, meeting rooms | **Places:** Cabinet rooms, ministry offices | **Places:** Implementation sites, monitoring centers |

People: Economists, international advisors, media | **People:** Data analysts, research assistants | **People:** Statistical experts, comparative analysts | **People:** Cabinet ministers, implementation teams | **People:** Citizens, business leaders, international observers |

Goals & Motivations

Primary goal at each step

| **Help me understand which economic policies drive prosperity** | **Help me access reliable, comprehensive economic freedom data** | **Help me identify specific areas where our country needs improvement** | **Help me create actionable policies that will improve our EFCI ranking** | **Help me measure and sustain economic freedom improvements** |

Positive Moments

Enjoyable, productive, motivating experiences

| Reading success stories of countries that improved prosperity through economic freedom reforms | Finding comprehensive data from Heritage Foundation, Fraser Institute, and World Bank in one platform | Discovering strong correlation ($r \approx 0.78$) between EFCI and GDP per capita in the analysis | Seeing clear policy recommendations derived from statistical analysis | Observing measurable improvements in national prosperity indicators |

| Feeling inspired by top-ranked countries like Singapore, Switzerland | Accessing user-friendly dashboard with normalized 0-100 scale indicators | Understanding India's ranking (111th) and specific improvement areas | Having concrete data to support policy proposals to cabinet | Receiving positive feedback from citizens on economic improvements |

Negative Moments

Frustrating, confusing, time-consuming experiences

| Overwhelming amount of conflicting economic data from different sources | Difficulty navigating complex statistical methodologies and technical jargon | Feeling discouraged by low national ranking and multiple deficiency areas | Facing resistance from stakeholders when proposing significant reforms | Slow progress in improving rankings despite policy implementation |

| Uncertainty about which indicators are most reliable for policy making | Technical barriers in understanding PCA analysis and component weighting | Information overload from 180 countries and multiple prosperity metrics | Political pressure for quick results vs. long-term reform requirements | Budget constraints limiting implementation of recommended reforms |

Areas of Opportunity

How might we make each step better?

| **How might we** provide curated, trustworthy sources of economic freedom research? | **How might we** simplify access to complex economic data through intuitive interfaces? | **How might we** present analysis results in policy-maker friendly formats? | **How might we** provide implementation roadmaps with realistic timelines? | **How might we** create real-time monitoring systems for policy impact? |

| **How might we** showcase success stories and case studies from similar economies? | **How might we** offer guided tutorials for understanding statistical methodologies? | **How might we** highlight priority areas for improvement based on country-specific analysis? | **How might we** provide templates for policy documents and reform proposals? | **How might we** facilitate peer learning with other countries implementing similar reforms? |

| **How might we** create digestible summaries of complex economic freedom concepts? | **How might we** ensure data reliability through multiple source validation? | **How might we** offer scenario modeling for different policy options? | **How might we** include cost-benefit analysis for proposed reforms? | **How might we** create automated alerts for significant ranking changes? |

Key Journey Insights from Economic Freedom Analysis:

Critical Success Factors:

1. **Data Reliability:** Using validated sources (Heritage Foundation, Fraser Institute, World Bank)
2. **Statistical Rigor:** Employing PCA analysis with Cronbach's alpha = 0.81 for internal consistency
3. **Clear Correlations:** Demonstrating strong relationship between EFCI and prosperity ($R^2 = 0.61$)
4. **Actionable Insights:** Translating complex analysis into specific policy recommendations

Pain Points to Address:

1. **Technical Complexity:** Simplifying statistical concepts for policy maker understanding
2. **Implementation Gap:** Bridging analysis insights to practical policy implementation
3. **Time Sensitivity:** Balancing thorough analysis with urgent policy decision needs
4. **Resource Constraints:** Working within budget limitations for comprehensive reforms

User Journey Optimization Opportunities:

- **Personalized Dashboards:** Country-specific EFCI breakdowns with peer comparisons
 - **Policy Simulation Tools:** Modeling potential impacts of specific reform scenarios
 - **Implementation Guides:** Step-by-step roadmaps for improving specific EFCI components
 - **Progress Tracking:** Real-time monitoring of policy impact on prosperity indicators
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Based on analysis of Economic Freedom Composite Index (EFCI) covering 180 economies

Statistical Foundation: PCA analysis, correlation studies, regression analysis

Key Finding: 10-point EFCI increase correlates with ~\$4,800 GDP per capita improvement

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Team Status: Solo contributor (other team members non-responsive)