Ideation Phase

Empathize & Discover

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

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to helps teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Reference: https://www.mural.co/templates/empathy-map-canvas

Primary User Persona: Policy Maker in Developing Economy

THINKS & FEELS

What really matters to this user? What are their major preoccupations, worries, hopes and dreams?

- "*How can I ensure our economic policies actually improve citizens' lives?*"

- "*Which reforms will have the most positive impact on prosperity?*"

- Worried about making policy decisions without solid data backing

- Hopes to see measurable improvement in national prosperity indicators

- Feels pressure to justify economic reforms to parliament and citizens

- Dreams of transforming their country into a prosperous, economically free nation

- Concerned about international competitiveness and investment attraction

SEES

What does this user see in their environment? What do they see others saying and doing? What are they watching and reading?

- Complex economic reports with conflicting recommendations

- Other countries' success stories in economic liberalization

- International development organization rankings and indices

- Academic research papers on economic freedom correlations

- Media coverage of economic policy impacts

- Peer countries implementing various economic reforms

- Citizens demanding better economic opportunities

- International investors seeking favorable business environments

SAYS & DOES

What does this user say and how do they behave in public? What could we imagine them saying to others?

Says:

- "*We need evidence-based economic policies*"

- "*How do we measure if our reforms are working?*"

- "*What can we learn from countries with higher prosperity indices?*"

- "*We must balance economic freedom with social welfare*"

Does:

- Reviews multiple economic freedom reports and rankings

- Attends international economic forums and conferences

- Consults with economic advisors and research institutions

- Compares national performance against regional peers

- Seeks funding from international development organizations

- Implements pilot economic reform programs

HEARS

What does this user hear others saying? What are they hearing from friends, colleagues, the boss, or influential people in their sphere?

- Economic advisors discussing complex correlation analyses

- International development experts recommending specific reforms

- Citizens complaining about limited economic opportunities

- Business leaders requesting regulatory simplification

- Academic researchers presenting conflicting findings on economic freedom

- International organizations emphasizing good governance metrics

- Media reporting on neighboring countries' economic successes

- Parliamentary colleagues debating policy effectiveness

PAINS 💔

What are this user's biggest frustrations, obstacles and risks?

Frustrations:

- Overwhelming amount of contradictory economic data

- Difficulty translating academic research into actionable policies

- Lack of standardized prosperity measurement frameworks

- Time pressure to show quick economic improvements

- Limited resources for comprehensive policy analysis

Obstacles:

- Fragmented economic freedom indices across different organizations

- Cultural and regional contexts not reflected in global analyses

- Complex statistical methodologies difficult to interpret

- Resistance to change from established economic interests

- Insufficient local expertise in economic freedom analysis

Risks:

- Implementing ineffective economic reforms

- Wasting limited government resources on wrong priorities

- Losing political support due to poor economic outcomes

- Missing opportunities for optimal prosperity enhancement

- Making decisions based on incomplete or biased data

GAINS 💡

What does this user want or need to achieve? What would success look like?

Wants/Needs:

- Clear, actionable insights on economic freedom's impact on prosperity

- Standardized measurement tools for tracking policy effectiveness

- Comprehensive analytical framework for economic decision-making

- Region-specific recommendations for economic reform priorities

- Evidence-based justification for policy choices

Success Looks Like:

- **Measurable prosperity improvement** in national indicators

- **Increased economic freedom rankings** in international indices

- **Higher foreign direct investment** due to improved business environment

- **Enhanced citizen satisfaction** with economic opportunities

- **Recognition** as a model for successful economic liberalization

- **Sustainable economic growth** that benefits all social strata

- **Data-driven policy making** that consistently delivers positive outcomes

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Secondary User Personas:

Economic Researcher

- **Key Need:** Robust analytical methodologies for economic freedom research

- **Main Pain:** Lack of comprehensive datasets linking freedom to prosperity

- **Success Metric:** Published research that influences policy decisions

International Development Organization

- **Key Need:** Clear guidance on resource allocation for maximum prosperity impact

- **Main Pain:** Difficulty measuring ROI of economic freedom initiatives

- **Success Metric:** Demonstrable improvement in target countries' prosperity levels

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