

Project Design Phase

Problem – Solution Fit Template

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| Date | 28 june 2025 |
| Team ID | LTVIP2025TMID51398 |
| 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:

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| 1. CUSTOMER SEGMENT(S) (CS) <ul style="list-style-type: none"> • Policymakers • Economists and financial analysts • Business leaders and investors • Development organizations and NGOs | 2. JOBS-TO-BE-DONE / PROBLEMS (J&P) <ul style="list-style-type: none"> • Understand how economic freedom correlates with prosperity • Identify policy gaps in economic freedom indexes | 9. PROBLEM ROOT CAUSE (RC) <ul style="list-style-type: none"> • Lack of access to real-time, integrated, and comparable economic freedom data • Overly broad or out dated economic indicators in existing indexes |
| 7. BEHAVIOUR (BE) <ul style="list-style-type: none"> • Users often rely on out dated or fragmented sources • Decisions are made without linking freedom indicators to actual outcomes | 3. TRIGGERS (TR) <ul style="list-style-type: none"> • Major economic downturns or crises | 6. CUSTOMER CONSTRAINTS (CC) <ul style="list-style-type: none"> • Limited time and resources to gather and analyse complex data • Risk aversion and political resistance to reform. |
| 10. YOUR SOLUTION (SL) <ul style="list-style-type: none"> • A comprehensive dashboard/tool that maps countries' economic freedom across key dimensions (e.g., property rights, business freedom, government size) | 4. EMOTIONS: BEFORE / AFTER (EM) Before: Confusion, uncertainty in decision-making . After: Confidence from data-backed strategies. | |
| | 8. CHANNELS OF BEHAVIOUR (CH) <ul style="list-style-type: none"> 8.1 ONLINE: Interactive web platform or data visualization dashboard. 8.2 OFFLINE: Presentations in economic forums. | 5. AVAILABLE SOLUTIONS (AS) <ul style="list-style-type: none"> • Heritage Foundation's Index of Economic Freedom • Fraser Institute's Economic Freedom of the World |