

Measuring the pulse of prosperity: An Index of Economic Freedom Analysis

DATE	28-02-2026
TEAM ID	LTVIP2026TMIDS89054
PROJECT NAME	Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis
MAXIMUM MARKS	4 MARKS

2.2 Empathy Map Canvas

1. THINKS & FEELS

- Feels concerned about high taxes and complex regulations
- Worries about policy instability and economic uncertainty
- Desires a predictable and transparent business environment
- Feels frustrated by corruption and weak property rights protection
- Hopes for economic growth and better opportunities

2. SEES

- Bureaucratic delays in business registration and licensing
- Unequal access to capital and financial services
- High unemployment and economic inequality
- Competition from informal markets
- Changes in trade and investment policies

3. HEARS

- Government announcements about economic reforms
- Media reports on inflation, GDP growth, and economic rankings
- Complaints from other business owners about regulatory burdens
- Advice from financial institutions and investors
- Discussions about the country's economic freedom index

4. SAYS & DOES

- Advocates for simplified regulations and lower taxes
- Adjusts business strategies according to policy changes
- Seeks alternative financing options

Measuring the pulse of prosperity: An Index of Economic Freedom Analysis

