Ideation Phase Empathize & Discover

Date	04 July 2025
Team ID	LTVIP2025TMID49622
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.

Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysvis



WHO are we emp thizing with?

Fakcomakers, economic analysts any business decision makers

- Crazens concernef with econofitallity and growith clicisions

GOAL

What do they THINK and FEEL

What do they HEAR?

Media coverage of rulation. regulatiran, and GDP. Labny sct, puching for "Tóvovarite/ interpretations

> Media coveragge simasisdens. pata valulaility

PAINS

Difficulty isolating impact of one economic policy

Dirintually toording impact shote.choore. policy

> Mistrust in neEstetent data.sources

GAINS

Reliable, real: time: economic fleedom scores

> Realime redime prosenat:

Clear links between economic treationian prosparlity

They want a trustworthg streamlined tool that highlights key economic trealtions and what influence an prosparity, while being able to cut through data clutter and political



What do they DO?

- Analyze historical and current datasets
- Rely on datably anils or manual Excel sheets or pieo-"%, findages



-Thireget-nuch SAY

· Www.need.nieush/feat/tzemmrhaf progressry" -om "there's cco/frwity

What do they NEED TO DO

- -Make data, driven policy of in negaenst decisions
- -Clearty communicate trends

What do they SEE?

- Competing indices who uplying methes
- Headianes sheraingis economic instability
- Growth In data visualwitition tools and dashboards

Growthin - data. visualization tóola ahosis

What do they SAY?

- We need objective indicators for policy
- Tlays can we benchmark progress?