

Project Design Phase

Problem – Solution Fit Template

Date	26 june 2025
Team ID	LTVIP2025TMID49207
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:

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Policy analysts Economists Government researchers Development agencies Academic institutions	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none">Limited technical expertise (e.g., not all users can code)Data fragmentationBudget constraints for expensive toolsInternet/data access issues in some regionsTime pressure for quick report generation	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none">World Bank Open Data platformHeritage Foundation reports (PDF/static)UNDP development dashboardsManual research combining data from multiple Excel files and APIs	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none">Analyze how economic freedom correlates with development metrics like GDP, HDI, and poverty rates.Track and compare economic policy performance across countries and over time.Generate insights and evidence-based reports to influence policymaking.Make data-driven decisions quickly with interactive visualizations.	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none">Lack of unified, real-time, and comparative visualization tools that integrate economic freedom with development outcomes.Existing systems focus on either economic freedom or social indicators, rarely both.Complex data processing tools make it inaccessible to non-technical policymakers.	7. BEHAVIOUR BE <ul style="list-style-type: none">Collect data from multiple public sources (World Bank, UNDP, IMF, etc.)Use Excel, R, or Python for manual analysisConsult academic papers for correlationsAttend conferences or policy summits to gather comparative insights	
Focus on J&P, tap into BE, understand RC	3. TRIGGERS TR <ul style="list-style-type: none">Policy reforms under discussionGlobal Index publication (e.g., Economic Freedom Index annual report)Media attention on economic performanceNeed to justify development aid or policy changes	YOUR SOLUTION SL A 3-tier web-based dashboard that ingests and visualizes global Economic Freedom Index data integrated with development indicators like GDP, HDI, and poverty rate.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE <ul style="list-style-type: none">World Bank / IMF / Heritage websitesTableau Public or GitHub DashboardsResearchGate, Google ScholarData portals, APIs	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM Before: Overwhelmed, frustrated with static reports, unclear policy outcomes, data scattered across sources. After: Empowered, informed, confident in policy advocacy, easy access to real-time interactive data.		OFFLINE <ul style="list-style-type: none">Government policy meetingsStakeholder workshopsAcademic seminars or roundtablesInternal working group presentations	
Identify strong TR & EM				