Ideation Phase
Empathize & Discover
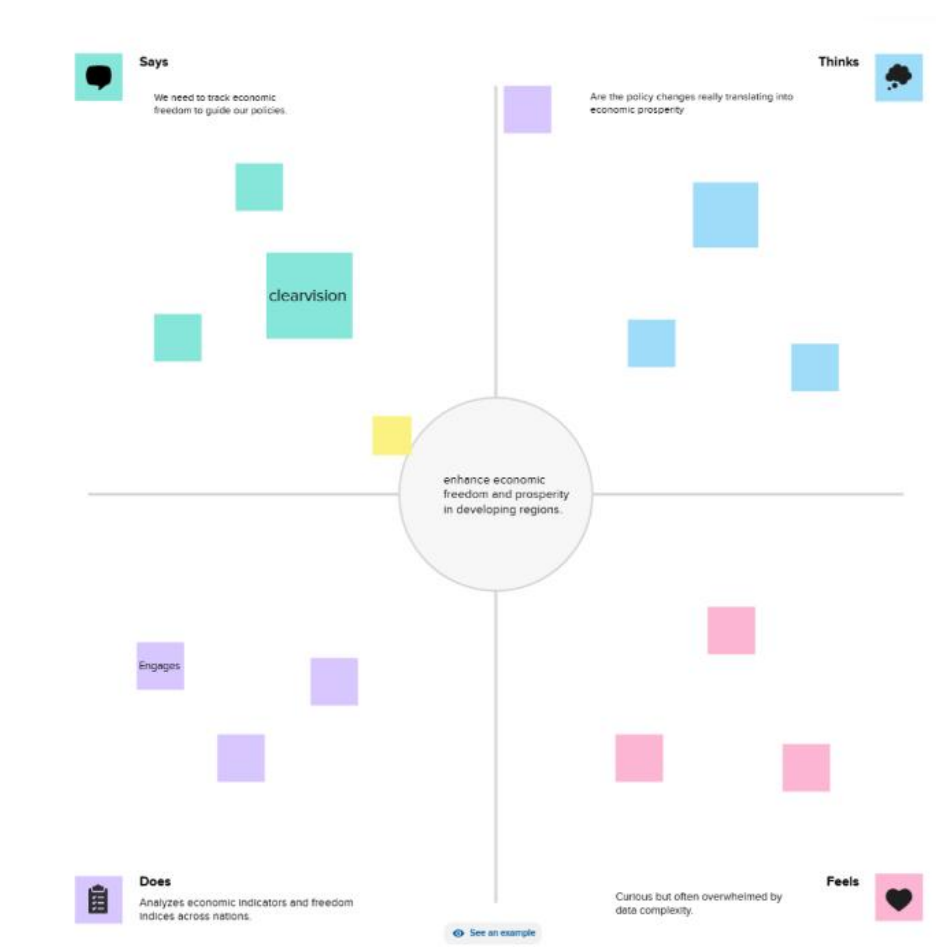
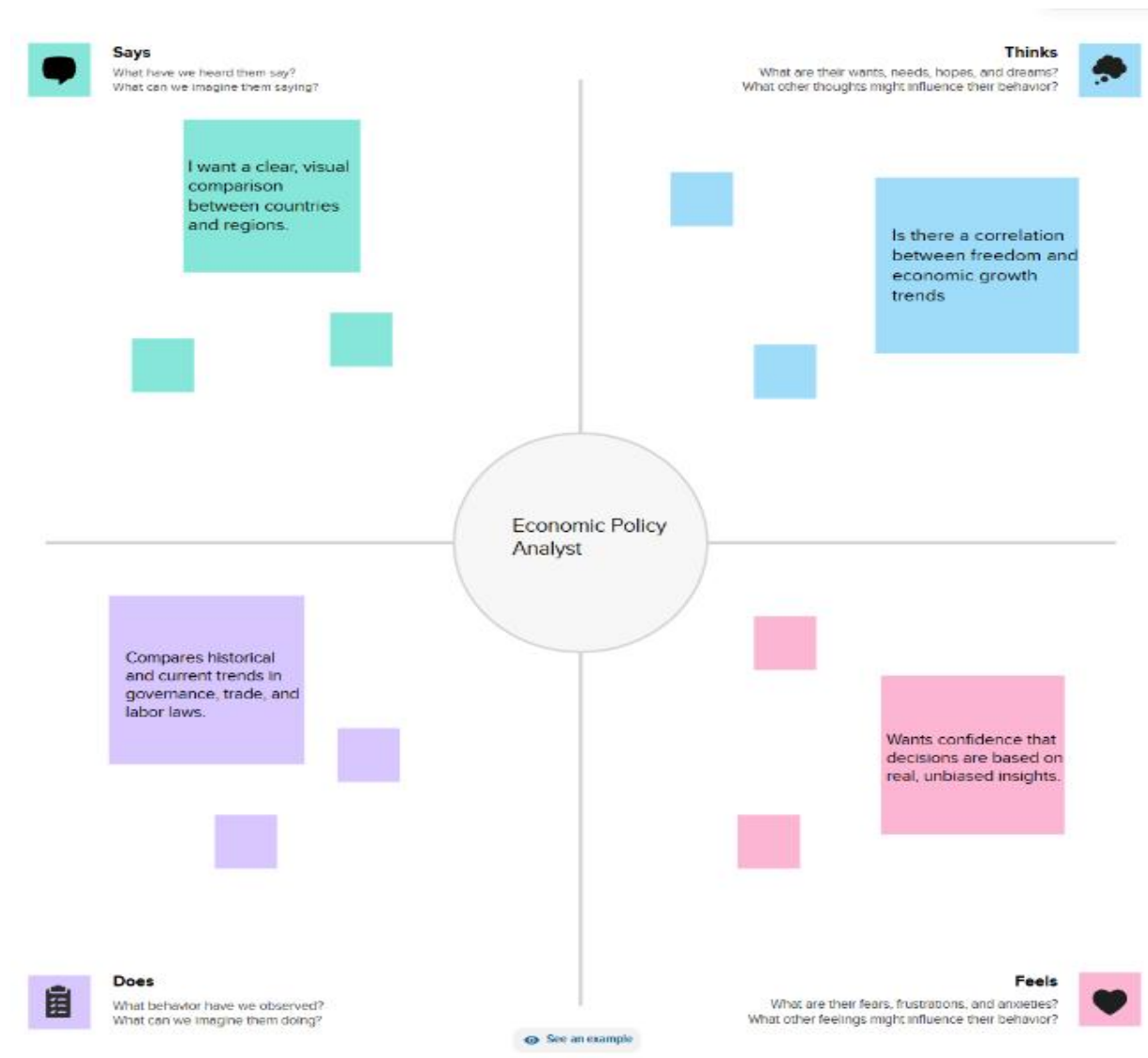| Date	26 june 2025
Team ID	LTVIP2025TMID49207
Project Name	Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a clear and concise visual tool that illustrates what a user feels, thinks, says, and does. It helps teams gain a deeper understanding of user behaviors, emotions, and motivations.

This tool is valuable because solving a problem effectively begins with truly understanding who the user is and what they are experiencing. Building the map encourages teams to step into the user's shoes, revealing their needs, pain points, and objectives, which ultimately leads to more user-centered and impactful solutions.

Example:

Example: Economic Policy Analyst / Researcher

Empathy map for Economic Policy Analyst:

Says
What have we heard them say?
What can we imagine them saying?

I want a clear, visual comparison between countries and regions.

Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Is there a correlation between freedom and economic growth trends

Economic Policy Analyst

Does
What behavior have we observed?
What can we imagine them doing?

Compares historical and current trends in governance, trade, and labor laws.

Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

Wants confidence that decisions are based on real, unbiased insights.

See an example

Goals & pains

- Access dynamic visualizations for country comparisons.
- Track trends in economic freedom over time.
- Static or overly technical reports.
- Lack of integration between economic indicators.