

Define CS, fit into

1. CUSTOMER SEGMENT(S)

CS

Who

- Economic researchers
- Policy analysts
- Government decision-makers
- Think tanks and public institutions
- Public users seeking transparency

6. CUSTOMER

CC

What constraints prevent your customers from taking action or limit their choices

- Analysts and governments need a standardized, accessible, and regularly updated platform to assess and compare economic freedom across countries.
 - Existing tools are often too static, non-transparent, or hard to interact with for deeper analysis.

5. AVAILABLE SOLUTIONS

AS

Which solutions are available to the customers when they face the problem

- ❑ Economic freedom PDFs or static dashboards (e.g. Heritage Foundation)
- ❑ These lack flexibility, timely updates, transparency, or exportable analytical reports.

Explore AS,

Focus on J&P, tap into BE, understand

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

- Governments, analysts, and researchers lack a standardized, accessible, and regularly updated platform to assess and compare economic freedom across countries.
- Existing tools are either too static, non-transparent, or hard to interact with for deeper analysis.

9. PROBLEM ROOT CAUSE

RC

What is the root cause of the problem

- The basic weakness lies in outdated methodologies, delayed data publication, and lack of unified scoring mechanisms.
- Fragmented sources and inconsistent formatting also contribute to inaccessibility.

7. BEHAVIOUR

BE

What does your customer do to address the problem and get the job done?

- ❑ Customers try to solve the problem by using static reports or disconnected Excel-based analysis.
- ❑ Few adopt consistent cross-country or real-time analysis due to tool limitations.
- ❑ When offered interactive dashboards with role-based access, they show increased engagement.

Focus on J&P, tap into BE, understand

Identify strong TR & EM

3. TRIGGERS

TR

Media reports, budget releases, academic deadlines, and political discussions often trigger demand for up-to-date economic index information.
Public awareness of rankings can also trigger

4. EMOTIONS: BEFORE / AFTER

EM

- ❑ **Before:** Frustrated, overwhelmed by scattered or outdated sources.
- ❑ **After:** Confident, in control, satisfied with clarity, easy access, and visual insight.

10. YOUR SOLUTION

SL

A web-based platform that calculates, visualizes, and compares the Index of Economic Freedom using real-time or batch datasets.
Users can upload data, apply scoring logic, visualize trends, and export analytical reports.
Role-based access and clear metrics promote engagement and transparency.

8. CHANNELS of BEHAVIOUR

CH

- A web-based platform that calculates, visualizes, and compares the Index of Economic Freedom using real-time or batch datasets.
- Users can upload data, apply scoring logic, visualize trends, and export analytical reports.
- Role-based access and clear metrics promote engagement and

Extract online & offline CH of BE