

Ideation Phase

Define the Problem Statements

Date	30 June 2025
Team ID	LTVIP2025TMID49576
Project Name	"Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis"
Maximum Marks	4 Marks

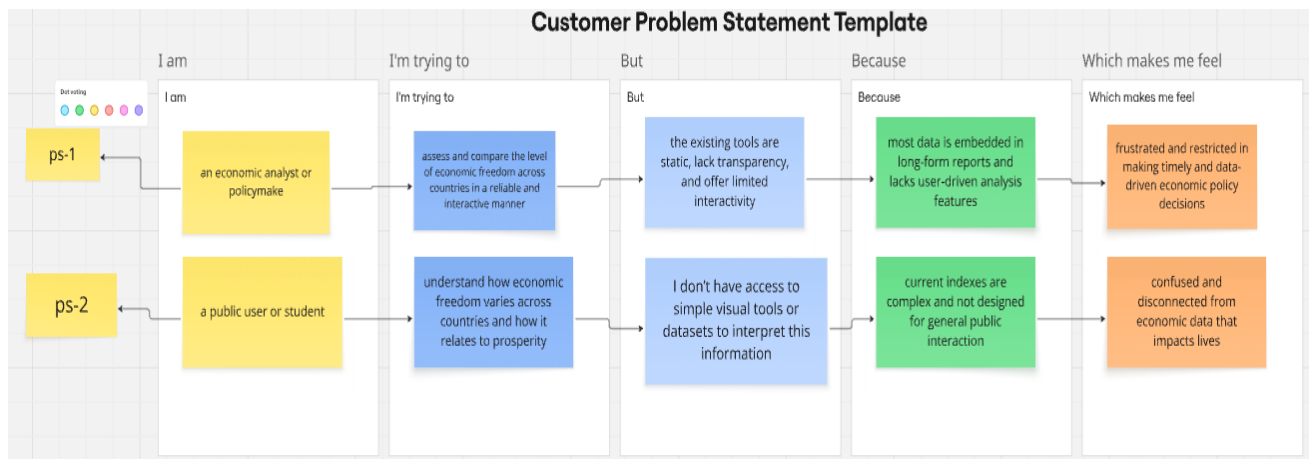
Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

I am	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers

Reference: [Customer Problem Statement - Miro](#)



Statement	I am	I'm trying to	But	Because	Which makes me feel
PS-1	An economic analyst or policymaker	Assess and compare the level of economic freedom across countries in a reliable and interactive manner	The existing tools are static, lack transparency, and offer limited interactivity	Most data is embedded in long-form reports and lacks user-driven analysis features	Frustrated and restricted in making timely and data-driven economic policy decisions
PS-2	A public user or student	Understand how economic freedom varies across countries and how it relates to prosperity	I don't have access to simple visual tools or datasets to interpret this information	Current indexes are complex and not designed for general public interaction	Confused and disconnected from economic data that impacts lives