

Project Design Phase

Problem – Solution Fit Template

Date	21 June 2025
Team ID	LTVIP2025TMID49899
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:

Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS	6. CUSTOMER CONSTRAINTS CC	5. AVAILABLE SOLUTIONS AS	Explore AS, differentiate
	<p>Data analysts and researchers</p> <p>Polymakers</p> <p>Educators</p> <p>Public Viewer</p> <p>public prosecutor</p>	<p>Lack of coding background</p> <p>Limited access to high-end analytics tools</p> <p>Unfamiliarity with APIs or ML</p> <p>Time constraints in academic settings</p>	<p>Raw Excel tables with static summaries</p> <p>PowerPoint-based reports with screenshots</p> <p>Country-level PDF reports</p> <p>Limitations:</p> <p>Not interactive</p> <p>Time-consuming</p> <p>Doesn't scale or engage users</p>	
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P	9. PROBLEM ROOT CAUSE RC	7. BEHAVIOUR BE	Focus on J&P, tap into BE, understand RC
	<p>Understand how economic freedom impacts prosperity</p> <p>Visualize global economic metrics interactively</p> <p>Use dashboards for learning, decision-making, or academic submissions</p> <p>Identify countries that need policy reform</p>	<p>Parenting is unpredictable and information-heavy</p> <p>No single solution integrates scheduling, health, growth, and learning</p> <p>Lack of accessible, smart tools for everyday parenting decisions</p> <p>Economic data is often large, complex, and underutilized</p> <p>There's a gap between data availability and data storytelling skills</p> <p>Students/researchers lack tools to make insights visible or engaging</p>	<p>Search GitHub for datasets</p> <p>Watch Tableau tutorials on YouTube</p> <p>Clean data using Excel or Google Sheets</p> <p>Build basic charts, try free tools (Tableau Public, Flourish)</p> <p>Juggle between parenting apps and spreadsheets</p> <p>Use WhatsApp for reminders or communication with caregivers</p> <p>Rely on pediatricians or daycare for updates</p> <p>Track milestones in physical notebooks</p>	
Identify strong TR & EM	3. TRIGGERS TR	10. YOUR SOLUTION SL	8. CHANNELS of BEHAVIOUR CH	Extract online & offline CH of BE
	<p>Need to submit a high-quality analytics project</p> <p>Curiosity about global development trends</p> <p>Exposure to visual dashboards on LinkedIn or in courses</p> <p>College-level assignments or hackathons</p>		<p>8.1 ONLINE</p> <p>Google Search (e.g., "economic freedom dataset")</p> <p>YouTube (Tableau dashboards, case studies)</p> <p>GitHub (sample notebooks)</p> <p>LinkedIn (project portfolios)</p> <p>8.2 OFFLINE</p> <p>College lab sessions</p> <p>Faculty mentoring</p> <p>Peer reviews or project discussions</p>	
4. EMOTIONS: BEFORE / AFTER EM				
<p>Overwhelmed by large datasets BEFORE</p> <p>Confused about what insights to extract</p> <p>Not confident in presentation/communication of results</p> <p>Confident with a polished dashboard AFTER</p> <p>Excited to share insights</p> <p>Proud of portfolio-quality results</p>				



Problem-Solution fit canvas is licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 license
Created by Daria Nepriakhina / Amaltama.com

