

Project Design Phase

Problem – Solution Fit Template

Date	15 February 2025
Team ID	LTVIP2025TMII61416
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:

1. Customer Segmentation (CS) Who are your users? • Policymakers, government officials, economists • Development researchers, NGO analysts • Students and academic in economics/public policy	2. Customer Concerns (CC) What are their pains or frustrations? • Data is too complex and scattered • No easy comparison between countries • Difficult to explain data to non-experts	3. Available Solutions (AS) What are the current (but limited) solutions? • Excel charts, PDF reports, raw data tables • Global rankings from Heritage Foundation website • Manual country-to-country comparison	4. Jobs To Be Done / Purpose (JTBD) What are users trying to accomplish? • Understand how economic freedom links to prosperity • Compare global performance using standard indicators • Present insights to others in a meaningful and visual way
5. Product/Project Name (BCN) What's the name of your solution? • "Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis"	6. Roadmap What are the steps to launch the project? 1. Collect and clean the dataset (Heritage Foundation, 2022) 2. Import into MySQL and connect Tableau	7. Triggers (TR) What events prompt the need for this solution? • Annual publication of the Index of Economic Freedom • Public demand for open and transparent data	8. Your Solution (VS) How are you solving their problems? • Build an interactive Tableau dashboard with filters • Visualize the 12 indicators across 4 main categories
9. Channels of Diffusion (CD) Where and how will users access it? • Tableau Public • Embedded web page • Shared on university portals or policy forums • Via reports or presentations	10. Emotions Before / After (EM) How do they feel before vs after your solution? Before: Confused, overwhelmed, frustrated by raw data After: Confident, informed, empowered to make data-driven decisions	11. Unique Value (UV) What makes your project different? • Combines academic credibility with accessible visual storytelling • Fully interactive experience – filterable, explorable, and publishable	12. IMPACT • Encourages data-driven policy making by presenting economic freedom in a clear, actionable format. • Helps identify gaps in economic policy and reform priorities across nations.

References:

- <https://www.ideahackers.network/problem-solution-fit-canvas/>
- <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>