

Project Design Phase

Problem – Solution Fit Template

Date	21 June 2025
Team ID	LTVIP2025TMID47486
Project Name	Measuring the pulse of prosperity: an index of economic freedom
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:

<div style="background-color: #f0f0f0; padding: 5px; border: 1px solid #ccc;"> 1. CUSTOMER SEGMENT(S) CS <p>Policy makers, economists, development researchers, and students interested in national or regional prosperity metrics.</p> </div>	<div style="background-color: #f0f0f0; padding: 5px; border: 1px solid #ccc;"> 6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> Lack of access to updated or credible datasets. Limited knowledge of data analysis tools. Budgetary or resource limitations for deeper studies. </div>	<div style="background-color: #f0f0f0; padding: 5px; border: 1px solid #ccc;"> 5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> The Heritage Foundation Index. World Bank Ease of Doing Business reports. Academic publications (but often not user-friendly or accessible for all). </div>
<div style="background-color: #fff2cc; padding: 5px; border: 1px solid #ccc;"> 2. JOBS-TO-BE-DONE / PROBLEMS JBP <ul style="list-style-type: none"> Need to understand what drives prosperity and freedom in economies. Need to compare economic freedom across countries to guide reforms. </div>	<div style="background-color: #fff2cc; padding: 5px; border: 1px solid #ccc;"> 9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> Limited awareness of the components driving economic freedom. Difficulty accessing comparative insights across countries. Reliance on outdated or anecdotal data. </div>	<div style="background-color: #fff2cc; padding: 5px; border: 1px solid #ccc;"> 7. BEHAVIOUR BE <ul style="list-style-type: none"> Direct: Reading official reports, using data dashboards. Indirect: Watching explainer videos, reading summaries, attending seminars/webinars. </div>
<div style="background-color: #e0f2f1; padding: 5px; border: 1px solid #ccc;"> 3. TRIGGERS TR <ul style="list-style-type: none"> Concerns over economic stagnation or inequality. Interest in global rankings and their correlation with development. Academic projects or research questions. </div>	<div style="background-color: #e0f2f1; padding: 5px; border: 1px solid #ccc;"> 10. YOUR SOLUTION SL <ul style="list-style-type: none"> An interactive or data-driven analysis of the Index of Economic Freedom using real datasets. Visualizations and rankings that make insights clear and actionable. </div>	<div style="background-color: #e0f2f1; padding: 5px; border: 1px solid #ccc;"> 8. CHANNELS of BEHAVIOUR CH <p>8.1 ONLINE Reports, dashboards, data portals (e.g., World Bank, Heritage.org).</p> <p>8.2 OFFLINE Lectures, conferences, printed reports, classroom discussions.</p> </div>

References:

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