

<p>1. CUSTOMER SEGMENT(S)</p> <p>Who is your customer? Students Researchers & Academicians Policy Analysts Educational Institutions Think tank and research organizations</p>	<p>6. CUSTOMER CONSTRAINTS</p> <p>What constraints prevent your customers from taking action or limit their choices of solutions? Data Constraints Political Sensitivity Ideological Bias Economic Reality Constraints Practical Constraints for Stakeholders</p>	<p>5. AVAILABLE SOLUTIONS</p> <p>Which solutions are available to the customers when they face the problem?</p> <p>Existing Economic Freedom Indices GDP-Based Measurement Human Development Index (HDI) Corruption Index Ease of Doing Business</p>
<p>2. JOBS-TO-BE-DONE / PROBLEMS</p> <p>Which jobs-to-be-done (or problems) do you address for your customers?</p> <p>Measuring Prosperity Beyond GDP Lack of Policy Clarity Fragmented Indicators Policy Debate Without Data Investment Decision Uncertainty</p>	<p>9. PROBLEM ROOT CAUSE</p> <p>What is the real reason that this problem exists? What is the back story behind the need to do this job?</p> <p>Over-Reliance on GDP as a Success Metric Fragmented Global Measurement Systems Political and Ideological Influence Structural Economic Constraints Data Transparency Issues</p>	<p>7. BEHAVIOUR</p> <p>What does your customer do to address the problem and get the job done?</p> <p>Relying on Traditional Economic Metrics Using Isolated Indices Separately Policy Decisions Driven by Political Cycles Investors Using Risk-Based Screening Academic Focus on Theoretical Debate</p>

<p>3. TRIGGERS</p> <p>What triggers customers to act? Economic Performance Triggers International Rankings & Reputation Triggers Investment & Business Climate Triggers Political & Reform Triggers Academic / Research Triggers</p>	<p>10. YOUR SOLUTION</p> <p>If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</p> <p>A comprehensive economic analysis model that measures the impact of economic freedom on prosperity using empirical data. The model identifies key reform areas and provides policy recommendations to improve growth, investment, and competitiveness.</p>	<p>8. CHANNELS of BEHAVIOUR</p> <p>8.1 ONLINE</p> <p>What kind of actions do customers take online? Extract online channels from #7</p> <p>Search for data, Read reports, Compare countries, Discuss policy, Make investment decisions</p> <p>8.2 OFFLINE</p> <p>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p> <p>Discuss reforms Make policy decisions Attend events Conduct formal analysis</p>
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4. EMOTIONS: BEFORE / AFTER

EM

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

BEFORE (Without solution)
Uncertain about which reforms drive growth
Overwhelmed by economic data
Pressured by poor economic performance

AFTER (With solution)
Confident in decision-making
Clear about reform priorities
In control of policy direction