Ideation Phase: -

Empathize Discover: -
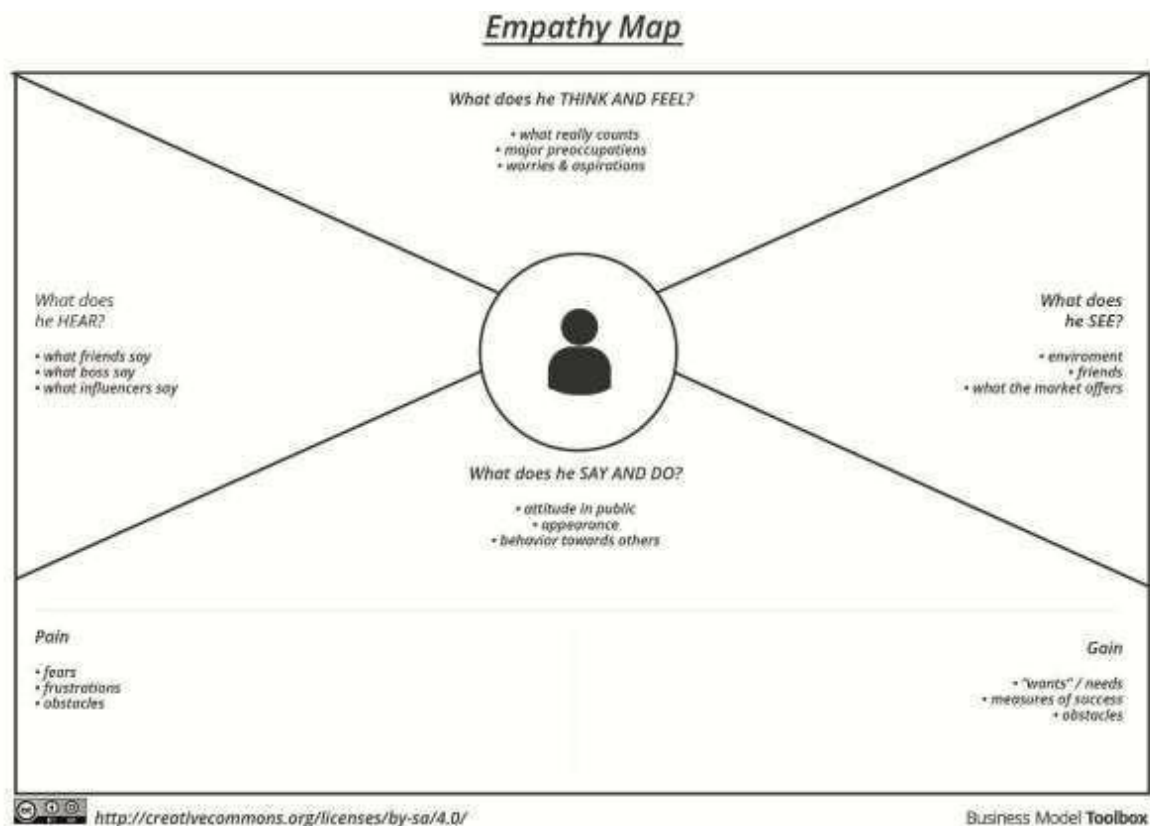
Date	20 June2025
Team ID	LTVIP2025TMID51876
Project Name	Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis using Tableau
Maximum Marks	4 Marks

Empathy Map Canvas: -

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example: -

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behavior's

Example: - Measuring the Pulse of Prosperity: An Index of Economic Freedom Analysis using Tableau

Says
What have we heard them say?
What can we imagine them saying?

"I need to understand how economic freedom relates to national development." "Where does my country stand globally?"

Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

"There must be a connection between freedom and prosperity." "Is there a better way to view all this data?"

Does
What behavior have we observed?
What can we imagine them doing?

Searches for country rankings, economic reports, and global datasets Analyzes trends and comparisons manually

Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

Overwhelmed by scattered and complex data Curious but confused by non-visual formats

See an example