Ideation Phase
Empathize & Discover

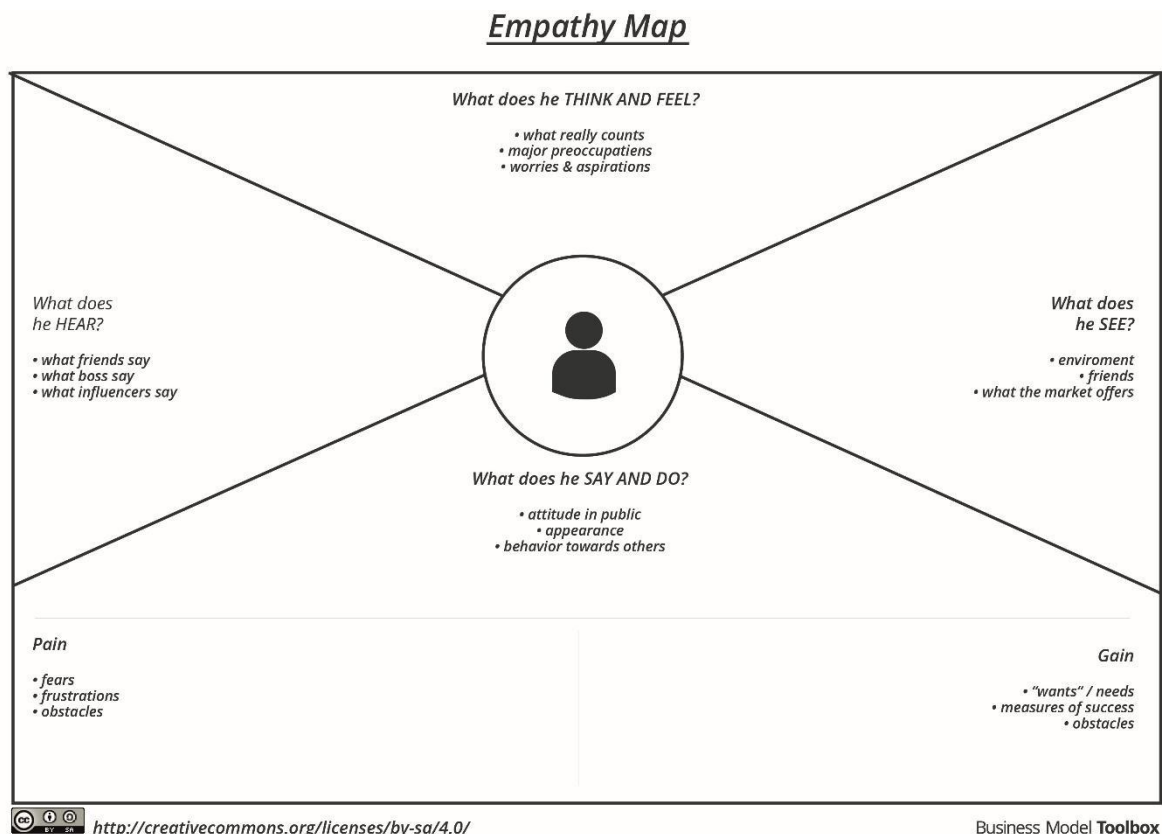| Date	13 February 2025
Team ID	LTVIP2026TMIDS85861
Project Name	Measuring The Pulse of Prosperity: An Index of Economic Freedom Analysis
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to helps teams better understand their users.
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:

Empathy Map

What does he THINK AND FEEL?
- what really counts
- major preoccupations
- worries & aspirations

What does he HEAR?
- what friends say
- what boss say
- what influencers say

What does he SEE?
- enviroment
- friends
- what the market offers

What does he SAY AND DO?
- attitude in public
- appearance
- behavior towards others

Pain
- fears
- frustrations
- obstacles

Gain
- "wants" / needs
- measures of success
- obstacles

Business Model **Toolbox**

Reference: https://www.mural.co/templates/empathy-map-canvas

Example: Economic Student /Researcher in analysis
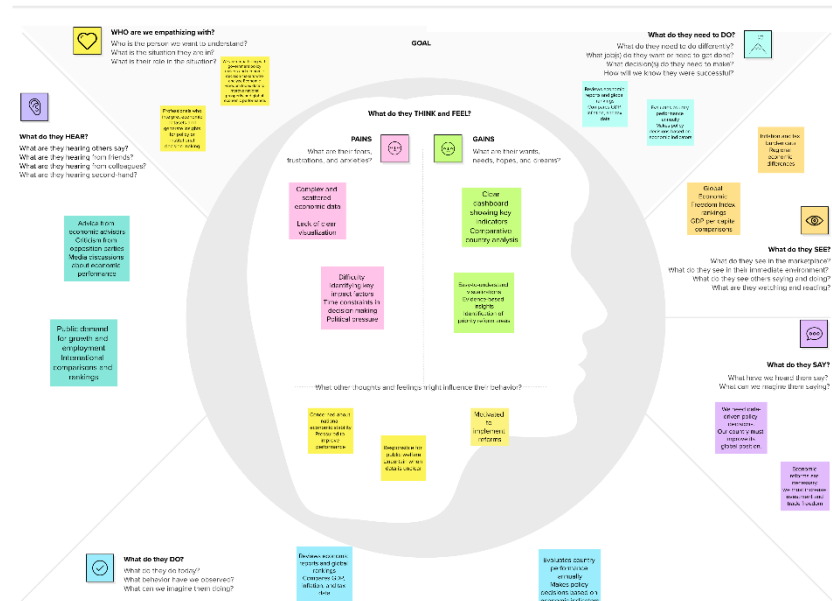
Empathy map canvas

Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at
XPLANE

Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.

WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

GOAL

What do they need to DO?
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

What do they THINK and FEEL?

PAINS
What are their fears, frustrations, and anxieties?

GAINS
What are their wants, needs, hopes, and dreams?

Complex and scattered economic data

Lack of clear visualization

Clear dashboard showing key indicators Comparative country analysis

Difficulty identifying key impact factors Time constraints in decision making Political pressure

Save time and visualizations Evidence-based identification of priority reform areas

What other thoughts and feelings might influence their behavior?

What do they HEAR?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

Advice from economic advisors Criticism from opposition parties Media discussions about economic performance

Public demand for growth and employment International comparisons and rankings

Goal: Economic Freedom Index rankings GDP per capita comparisons

What do they SEE?
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

What do they SAY?
What have we heard them say?
What can we imagine them saying?

"We need data-driven policy decisions."
"Our country must improve its global position."

"Economic reforms are necessary."

What do they DO?
What do they do today?
What behavior have we observed?
What can we imagine them doing?

Reviews economic reports and global rankings Compares GDP, inflation and tax data

Evaluates country performance annually Makes policy decisions based on economic indicators

Share template feedback

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

We need data-driven policy decisions."

"Our country must improve its global position."

Economic reforms are necessary."

"We must increase investment and trade freedom."

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

How does economic freedom affect national prosperity?

Which indicators are driving economic growth?

How does my country compare globally?

What reforms are needed to improve ranking?

Are current policies effective?

Policy Maker/Researcher
Short summary of the persona

Reviews economic reports and global rankings

Compares GDP, inflation, and tax data

Attends economic review meetings

Proposes new economic reforms

Evaluates country performance annually

Makes policy decisions based on economic indicators

Concerned about national economic stability

Pressured to improve performance

Responsible for public welfare

Uncertain when data is unclear

Motivated to implement reforms

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

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

See an example