

Persona



MY ATTENDANCE

Pains

Fears, frustrations, obstacles

Time-consuming and inefficient process.

Long queues during peak hours

Inconsistent fingerprint scanning results.

Gains

Wants/needs, measure of happiness

More flexibility and convenience.

More accurate, real-time attendance tracking.

Better data analysis and reporting for HR decisions.

Says

- "I have to wait in line to mark my attendance."
- "I always forget to punch in or out."
- "The fingerprint scanner doesn't work sometimes."
- "The punch cards get lost or damaged."
- "I have to deal with manual corrections if I miss clocking in/out."
- "It takes too much time during busy hours."

Feels

Employees:

- Frustrated when the system fails (fingerprint scanner or punch card problems).
- Stressed if they forget to mark attendance.
- Disappointed about wasting time on a manual process.

Administrators:

- Overwhelmed with managing attendance manually and correcting mistakes.
- Frustrated with inefficiencies in handling attendance data.

Thinks

Employees:

- "I hope I don't forget to clock in today."
- "What if my fingerprint doesn't get recognized?"
- "Is my attendance properly recorded?"

Administrators:

- "I hope all attendance data is accurate."
- "I have to manually correct missed or erroneous punches."
- "Tracking attendance through physical methods is tedious and error-prone."

Does

Employees:

- Wait in line to mark attendance during busy hours.
- Try to ensure they don't forget to punch in or out.
- Check their fingerprint registration multiple times.
 - Report issues or incorrect attendance data to HR.

Administrators:

- Manually check and correct attendance records.
- Use physical records (e.g., punch cards) for backup.
- Deal with attendance-related issues reported by employees.