LOVELY PROFESSIONAL UNIVERSITY

School of MITTAL SCHOOL OF BUSINESS

HR Professional App Design Project

"A Practical HR Digitalization Model to Enhance Efficiency and Automation in SMEs: A Case Study on HR App Design for **RohTre Media Pvt. Ltd.**"

Submitted in partial fulfilment of the requirements for the award of the degree of
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Declaration

I declare that this assignment is my individual work. I have not copied it from any other student's work or from any other source except where due acknowledgement is made explicitly in the text, nor has any part been written for me by any other person.

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1. Introduction

1.1 Objective of the Project

The main objective of this project is to analyze the Human Resource Management (HRM) practices at **RohTre Media Pvt. Ltd.** and propose a conceptual **Human Resource Application (HR App)** that can simplify HR operations such as recruitment, attendance, payroll, and employee engagement.
The proposed app aims to bridge the gap between manual HR processes and digital transformation by providing a unified, automated, and user-friendly platform for both HR professionals and employees.

1.2 Methodology

The study combines both **primary and secondary research methods**:

- **Primary Research:** Conducted through a structured questionnaire and direct communication with the HR team of RohTre Media Pvt. Ltd.

- **Secondary Research:** Involved reviewing industry reports and global HR software such as **Workday**, **SAP SuccessFactors**, **Oracle HCM**, and **Zoho People** to understand trends and limitations.

- **Comparative Analysis:** Evaluated features and performance of existing tools to identify improvement areas suitable for SMEs.

1.3 Company Overview

RohTre Media Pvt. Ltd. is a digital marketing and creative media company providing end-to-end branding, content creation, digital campaigns, and media strategy services. The company works with a variety of clients, offering services in **advertising, influencer marketing, and brand communications**. (www.rohtremedia.com)

- **Headquarters:** Noida, Uttar Pradesh, India

- **Industry:** Digital Marketing & Creative Media

- **Workforce:** Approximately 40–60 employees across marketing, creative, HR, and operations teams.

Existing HR System:
The HR operations are primarily managed through **manual Excel sheets**, **Google Workspace**, and **email-based communication**. Attendance, leave records, and payroll data are manually entered each month, making HR processes time-consuming and prone to human error.

2. Problem Statement

2.1 Identified Issues

Area	Current Practice	Challenges Faced
Attendance Tracking	Maintained on Excel sheets	Manual errors, no real-time visibility
Payroll Processing	Done via spreadsheet-based templates	Repetitive data entry, risk of calculation mistakes
Leave Management	Managed through emails	Delayed approvals, no centralized record
Employee Communication	Conducted through WhatsApp or email	Lack of structured communication
Data Storage	Maintained in Google Drive	Scattered data, difficult retrieval

2.2 Problem Summary

The HR team spends a significant amount of time manually handling routine HR tasks such as attendance, payroll, and reporting. The absence of an integrated HR software results in inefficiency, repetitive work, and increased chances of data errors. These issues affect overall productivity and employee satisfaction within the organization.

2.3 Need for an HR App

A single integrated HR App is required to:

- Automate attendance, leave, and payroll management.

- Reduce dependency on manual data entry.

- Provide real-time analytics and dashboard insights.

- Ensure smoother communication and transparency between HR and employees.

- Enable accessibility through mobile and web platforms for all employees.

3. Research & Analysis (Q1)

3.1 HR Technology Trends

Modern organizations are rapidly adopting HR technology for process automation. Key trends include:

- **Cloud-based HR Systems:** Allow flexible, scalable HR management accessible anywhere.

- **AI & Automation:** Used for screening, analytics, and employee engagement.

- **Employee Self-Service Portals (ESS):** Empower employees to manage their own HR activities like leaves and payslips.

- **Mobile-first Platforms:** Support remote working and attendance logging through mobile devices.

- **Data-driven HR:** Enable decision-making through insights, dashboards, and analytics.

3.2 Comparative Analysis of HR Systems

Company	HR Software Used	Key Features	Limitations
RohTre Media Pvt. Ltd.	Excel, Google Workspace	Low cost, easy to use	Manual, lacks automation
Infosys	Workday	AI-based analytics, automated payroll	Complex UI, expensive
TCS	SAP SuccessFactors	End-to-end HR management	High implementation cost
Wipro	Zoho People	Cloud-based, affordable	Limited customization
Tech Mahindra	Oracle HCM	Advanced analytics, AI-driven	Costly, requires technical setup

Insight:
Large enterprises can afford advanced HR suites, while SMEs like RohTre Media need **simple, affordable, mobile-based HR systems** focused on automation and ease of use.

4. Data Collection & Analysis

4.1 Survey Method

A structured **questionnaire** was prepared (attached in Annexure 1) and shared with HR professionals, including those at RohTre Media Pvt. Ltd.
Primary data was collected via **Google Forms** and verified through an **email response** from the HR team.

4.2 Survey Observations

Key observations from the HR responses:

- The current system relies entirely on Excel and email-based communication.

- Payroll is manually calculated, leading to time inefficiency.

- HRs prefer a **mobile-compatible app** that integrates attendance and payroll.

- Rated their current system as *average* in terms of usability and automation.

4.3 Key Findings

1. Manual processes cause data duplication and calculation errors.

2. There is no central platform to integrate attendance, payroll, and leaves.

3. HR professionals desire a **simplified dashboard** and **mobile application**.

4. A cost-effective system is necessary for adoption by SMEs.

5. Target Audience & User Personas (Q2)

5.1 Target Users

- **HR Managers:** Manage employee lifecycle, payroll, attendance, and analytics.

- **Employees:** Apply for leaves, mark attendance, view payslips, and stay updated.

- **Supervisors / Team Leads:** Approve attendance and leaves, track productivity.

- **Management:** View summarized dashboards and HR analytics for decisions.

5.2 User Personas

Persona 1 — Himesh Chaurasia (HR Manager)

Background / Role:
Himesh Chaurasia, aged 22, works as the HR Manager at RohTre Media Pvt. Ltd. He oversees payroll, attendance, recruitment, and compliance management. His role involves coordinating across teams and ensuring that HR data is accurate and up to date.

Key Goals:

- To maintain accuracy in payroll and attendance.

- To streamline repetitive HR processes through automation.

- To manage employee records efficiently with minimal errors.

- To generate HR analytics and monthly reports quickly.

Current Pain Points:

- Manual data entry is repetitive and error-prone.

- No direct integration between attendance and payroll systems.

- Delays in leave approvals and employee communication.

- Scattered files and lack of data security.

How the App Helps (Solution):

- **Automated Attendance & Payroll Sync:** Reduces manual effort and payroll mismatches.

- **Centralized Dashboard:** Offers real-time employee data and attendance tracking.

- **Digital Leave Management:** Streamlines approvals and notifications.

- **Data Accuracy:** Ensures HR records are updated automatically with minimal human error.

6. Feature Set & Prioritization (Q3)

6.1 Must-Have Features

- Attendance & Leave Management (with GPS tagging)

- Payroll Automation and Payslip Generation

- Employee Self-Service (ESS) Dashboard

- Real-time HR Analytics Dashboard

6.2 Should-Have Features

- Manager Approval for Attendance / Leave

- Notification System for updates and reminders

- Document Repository for employee records

6.3 Nice-to-Have Features

- AI Chatbot for HR FAQs

- Integration with Biometric Systems

- Employee Feedback Portal

Feature	Priority	Rationale
Attendance & Payroll Integration	Must	Solves core manual processing issue
Employee Self-Service	Must	Reduces HR workload, improves transparency
HR Analytics Dashboard	Should	Supports management decision-making
AI Chatbot / Feedback System	Nice	Enhances employee engagement

7. Recommendations

1. Develop a **cloud-based HR App** customized for SMEs like RohTre Media Pvt. Ltd.

2. Focus on **automation of repetitive HR tasks** and **mobile-friendly design**.

3. Ensure **data privacy and security features** for employee information.

4. Provide a **modular approach** to allow scalability (attendance, payroll, etc.).

5. Conduct **pilot testing** within RohTre Media to evaluate user satisfaction.

8. Conclusion

The study concludes that RohTre Media Pvt. Ltd. needs an efficient, automated HR App to replace manual Excel-based systems.
The research findings highlight the need for an affordable, user-friendly solution that integrates attendance, payroll, and employee engagement.
The proposed HR App would help improve HR efficiency, reduce errors, enhance employee experience, and support digital transformation within the organization.

9. Annexure

- **Annexure 1:** HR Questionnaire Form

HR questionaire

HR App
Feedback Questionnaire

The respondent's email (himeshchaurasia1008@gmail.com) was recorded on submission of this form.

1. Role in the organization

- ◉ HR Manager
- ○ Employee
- ○ Administrator
- ○ Other: _____

2. How often do you use the HR app?

- ◉ Daily
- ○ Weekly
- ○ Monthly
- ○ Rarely

3. Which of the following HR apps are you currently using in your organization?

- ☐ Workday
- ☐ BambooHR
- ☐ ADP Workforce Now
- ☑ Other:
  Manual tools (Leaveboard for leaves, Payslip Generator for payslips, Excel-based attendance tracking)

4. Which specific HR function is primarily supported by the app(s) you use?

- ○ Recruitment & Onboarding
- ○ Employee Performance Management
- ○ Payroll & Benefits Administration
- ◉ All of the above

5. It is easy to navigate the app and find desired features.

- ○ Strongly Agree
- ◉ Agree
- ○ Neutral
- ○ Disagree
- ○ Strongly Disagree

6. The user interface (layout, design, icons) of the app is visually appealing.

- ○ Strongly Agree
- ◉ Agree
- ○ Neutral
- ○ Disagree
- ○ Strongly Disagree

7. You have encountered performance issues (e.g., loading speed, crashes) with the app.

- ○ Strongly Agree
- ◉ Agree
- ○ Neutral
- ○ Disagree
- ○ Strongly Disagree

8. The app provides clear instructions for how to use its features.

- ○ Strongly Agree
- ◉ Agree
- ○ Neutral
- ○ Disagree
- ○ Strongly Disagree

9. The app helps me effectively complete HR-related tasks (e.g., attendance, payroll, leave requests).

- ○ Strongly Agree
- ◉ Agree
- ○ Neutral
- ○ Disagree
- ○ Strongly Disagree

10. The app has all the essential features needed for HR management

- ○ Strongly Agree
- ○ Agree
- ○ Neutral
- ◉ Disagree
- ○ Strongly Disagree

11.The features of the app are clearly labelled and easily accessible.

○ Strongly Agree
◉ Agree
○ Neutral
○ Disagree
○ Strongly Disagree

12.The app integrates well with other HR software systems (e.g., payroll, recruitment tools).

○ Strongly Agree
○ Agree
○ Neutral
◉ Disagree
○ Strongly Disagree

13.The app provides adequate support options (e.g., help guides, FAQs).

○ Strongly Agree
◉ Agree
○ Neutral
○ Disagree
○ Strongly Disagree

14.Notifications from the app are timely and help me stay updated on HR tasks and activities.

○ Strongly Agree
○ Agree
◉ Neutral
○ Disagree
○ Strongly Disagree

15.The app allows effective communication between HR and employees.

○ Strongly Agree
○ Agree
◉ Neutral
○ Disagree
○ Strongly Disagree

16.The app's self-service features (e.g., employee leave requests, payroll access) enhance employee experience.

○ Strongly Agree
◉ Agree
○ Neutral
○ Disagree
○ Strongly Disagree

17.I would recommend this HR app to other HR professionals or organizations.

○ Strongly Agree
○ Agree
○ Neutral
◉ Disagree
○ Strongly Disagree

18.The HR app meets my needs for HR-related tasks and workflows.

○ Strongly Agree
○ Agree
◉ Neutral
○ Disagree
○ Strongly Disagree

19.The app helps me reduce the time spent on manual HR processes (e.g., data entry, paperwork).

○ Strongly Agree
◉ Agree
○ Neutral
○ Disagree
○ Strongly Disagree

20. The app's reporting features provide valuable insights and analytics for decision-making.

○ Strongly Agree
○ Agree
● Neutral
○ Disagree
○ Strongly Disagree

21. The app's mobile functionality (e.g., mobile app interface, mobile-specific features) meets my needs.

○ Strongly Agree
● Agree
○ Neutral
○ Disagree
○ Strongly Disagree

22. I am confident that the HR app is secure and protects employee data.

○ Strongly Agree
○ Agree
● Neutral
○ Disagree
○ Strongly Disagree

23. The app is easy to use for individuals who are not technically savvy.

○ Strongly Agree
○ Agree
● Neutral
○ Disagree
○ Strongly Disagree

24. The app is responsive and performs well even during peak usage times.

○ Strongly Agree
● Agree
○ Neutral
○ Disagree
○ Strongly Disagree

25. The app's integration with other systems is seamless and error-free.

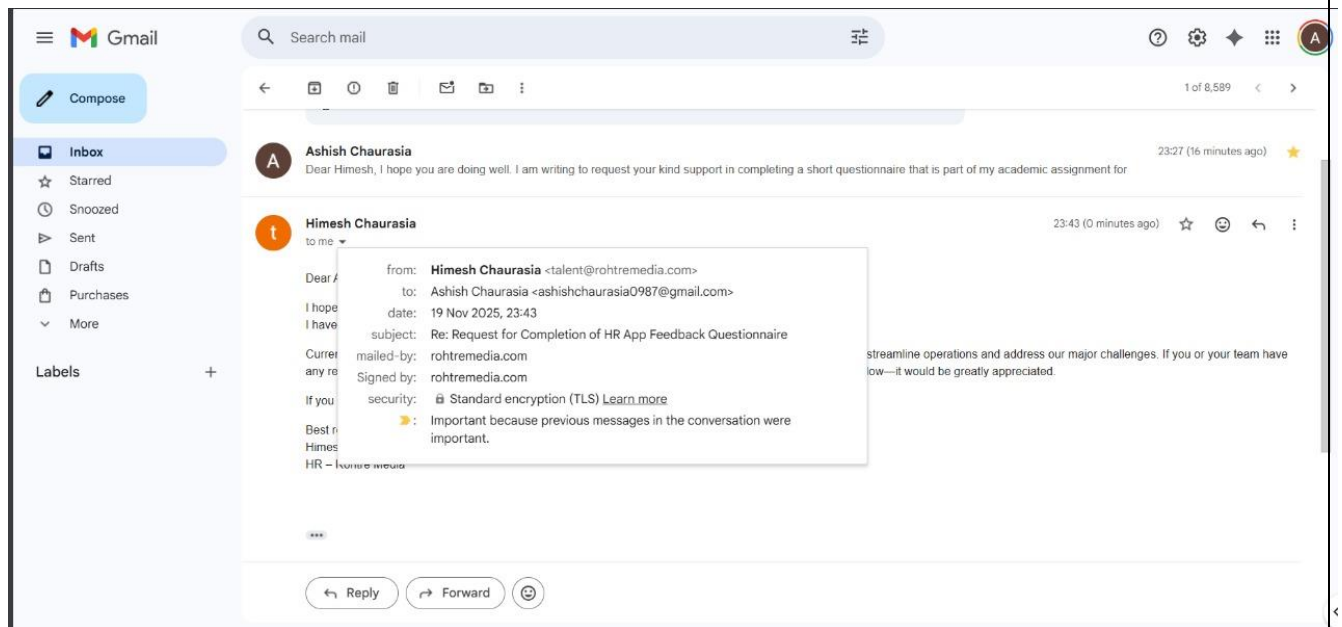○ Strongly Agree
○ Agree
○ Neutral
● Disagree
○ Strongly Disagree

26. Overall, I am satisfied with the HR app.

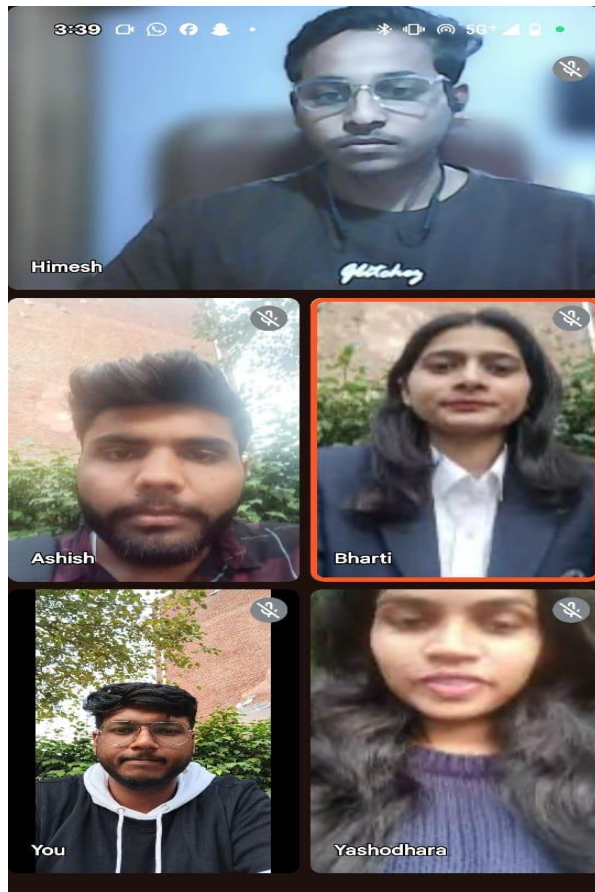○ Strongly Agree
○ Agree
○ Neutral
● Disagree
○ Strongly Disagree

- **Annexure 2:** Screenshot of HR Email Response
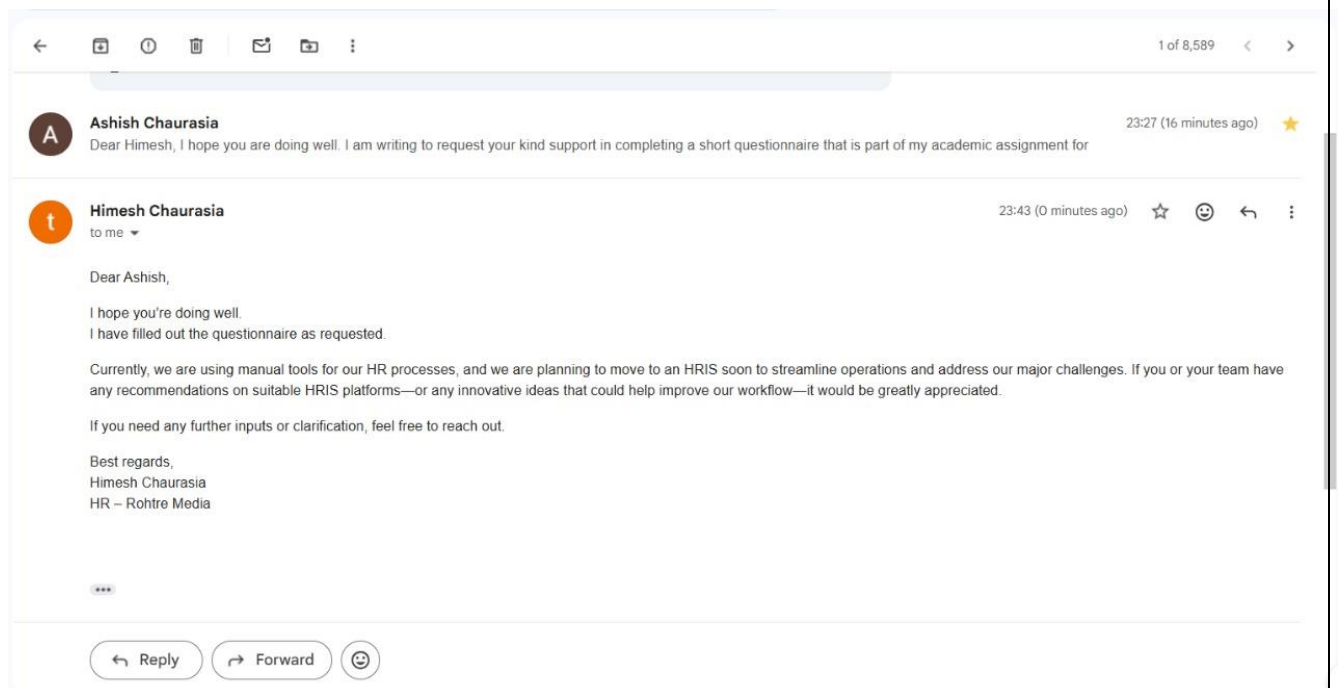
- **Annexure 3:** Interaction With HR

- **Annexure 4:** Source Links for HR Systems Compared

1. **Infosys – Workday Case Study:**
   https://www.workday.com/en-us/customers/infosys-case-study.html

2. **TCS – SAP SuccessFactors:**
   https://www.sap.com/india/products/hcm/successfactors.html

3. **Wipro – Zoho People HR Suite:**
   https://www.zoho.com/people/case-studies/

4. **Tech Mahindra – Oracle HCM:**
   https://www.oracle.com/customers/tech-mahindra/

- **Annexure 5:** Company Website – rohtremedia.com

- **Annexure 6: Secondary Research:** Involved reviewing industry reports and global HR software such as Workday, SAP SuccessFactors, Oracle HCM, and Zoho People to understand trends and limitations.
  Sources:

  1. **Workday HCM:** https://www.workday.com/en-us/applications/human-capital-management.html
  2. **SAP SuccessFactors:** https://www.sap.com/products/hcm/successfactors.html
  3. **Oracle HCM:** https://www.oracle.com/human-capital-management/
  4. **Zoho People**: https://www.zoho.com/people/

Annexure 7: INTERVIEW FOR EMPATHY

Project:
Team:
Version & Date:

INTERVIEW FOR EMPATHY
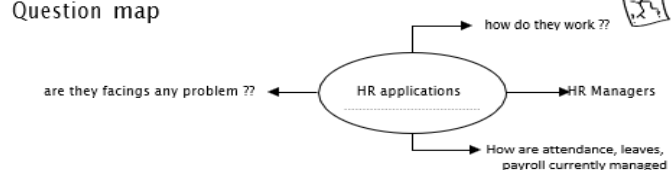
Quick Guide: The Interview for Empathy is intended to provide a good understanding of the user's needs, emotions and motivation. The goal is to look at the world from the user's perspective and learn more about his motivations.

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THE DESIGN THINKING - TOOLBOX

Lewrick / Link / Leifer
The Design Thinking Toolbox
978-1-119-62919-1

Question map

how do they work ??

are they facings any problem ?? ← HR applications → HR Managers

How are attendance, leaves, payroll currently managed

Description of the person interviewed
Name   Himesh Chaurasia
Age   22

Personal data   **HR Manager** at RohTre Media Pvt. Ltd

Place/date of the interview   **LPU , 20-11-2025**

Describe the journey stages. Sketch the timing.	Start of Day – Attendance	Leave Requests–	Payroll Preparation (Monthly)–	Employee Communication	End of Month Reporting
	HR checks Excel sheets; employees message attendance on WhatsApp.	Employees send leave requests via WhatsApp/email. HR manually enters them.	Attendance + leave data is merged manually → high chances of errors.	Updates shared through phone calls/WhatsApp → no central system	HR sends final payroll sheets to management manually.
Enter the frequency of the actions.					
All the time	Yes ,it is done everyday	Have to check them and enter them			
Often			It happens often		Yes it happens every month and the money is decided by higher ups
Seldom				Happens sometimes or rarely	
Gains ☺ Write down notes about the user's emotions during the test.					
Pains ☹					Get a PDF Premium Design Thinking Template:

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