

Empathize & discover:

Developing an employee travel approval application for corporates involves understanding the pain points of existing systems and the needs of the stakeholders involved. Here's a step-by-step approach to empathize and discover:

1. **Understand the Pain Points:** Conduct interviews and surveys with HR personnel and employees to grasp the challenges they face with the current travel approval process. Identify issues like delays, lack of transparency, or cumbersome paperwork.
2. **Identify Stakeholders and Requirements:** Define the key stakeholders, such as employees, HR managers, and executives, and understand their specific requirements. Gather information on the necessary features, such as a user-friendly interface, automated approval workflows, and real-time tracking.
3. **Analyze Competitors:** Research existing travel approval applications in the market to understand their strengths and weaknesses. Identify the unique value propositions that can set your application apart.
4. **Create User Personas and Journey Maps:** Develop user personas for different stakeholders to understand their specific needs and pain points. Create journey maps to visualize the current travel approval process and pinpoint areas for improvement.
5. **Prototype and Test:** Develop a prototype of the travel approval application with a simple user interface and key features. Conduct usability testing with actual stakeholders to gather feedback and make necessary iterations.
6. **Iterate and Refine:** Incorporate the feedback received from stakeholders and refine the application's design and functionality. Ensure that the application addresses the identified pain points and meets the specific requirements of the stakeholders.
7. **Implement Security Measures:** Implement robust security measures to protect sensitive employee information and ensure compliance with data protection regulations.