

Ideation Phase

Empathize & Discover

Date	24 June 2025
Team ID	LTVIP2025TMID29797
Project Name	Workforce Administration Solution(dev)
Maximum Marks	4 Marks

Empathy Map :

Here's a tailored Empathy Map for a Workforce Administration Solution within the context of a Salesforce project. This map helps align design decisions with the real needs and experiences of core users, especially useful for discovery, requirement gathering, and user story development.

Empathy Map – Workforce Administration Solution (Salesforce Project)

Primary Persona: HR Manager

Project Context: Implementing a centralized HR/workforce administration solution using Salesforce (Service Cloud, Experience Cloud, Flow, Analytics, etc.)

THINK & FEEL

What is the user really thinking and feeling? What matters to them deeply?

- "There's too much manual work—this should be automated."
 - "We need a reliable system that integrates everything."
 - "I worry about compliance—what if we miss a legal deadline?"
 - "I want better visibility into workforce trends (turnover, leave, performance)."
 - "Is this going to make my job easier or harder?"
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SEE

What does the user see in their environment, team, or tech stack?

- Disconnected tools (Excel sheets, email approvals, legacy HR systems).
- Delays in onboarding and approvals.
- Complaints from employees about lack of visibility.
- Leadership demanding real-time reports and HR insights.
- Inconsistent processes across departments.

SAY & DO

What does the user say and do outwardly? How do they behave?

- "We need everything in one place—leave, attendance, performance."
 - "It takes too long to approve and process requests."
 - Frequently follows up with IT or admins for reports or bug fixes.
 - Reaches out to managers to remind them of pending approvals.
 - Advocates for automation and better reporting tools.
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HEAR

What are they hearing from colleagues, employees, and leadership?

- "Why is my onboarding delayed?"
 - "I submitted my leave request days ago."
 - "We can't keep up with manual HR work anymore."
 - "We need better insights for workforce planning."
 - "Is HR even tracking this?"
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PAIN

What are their biggest frustrations, fears, or obstacles?

- Manual, error-prone processes (leave, attendance, onboarding).
 - Time-consuming reporting and lack of live dashboards.
 - Overwhelmed by compliance tracking.
 - Inefficiency from using multiple platforms.
 - Low trust in the accuracy of current HR data.
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GAIN

What does success look like? What do they hope to achieve?

- Centralized, automated HR process using Salesforce tools.
- Integration with payroll, benefits, and finance systems (via MuleSoft).
- Mobile access and self-service capabilities for employees.

- Clear dashboards and reports using CRM Analytics.
 - Improved productivity and HR response time.
 - High employee satisfaction and lower attrition.
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How to Apply This in the Salesforce Project

Need/Insight	Salesforce Feature to Address It
Workflow automation	Salesforce Flow, Process Builder
Real-time analytics	CRM Analytics (Tableau CRM)
Self-service for employees	Experience Cloud
Case management & issue tracking	Service Cloud, Omni-Channel
Data integration	MuleSoft, External Services, Platform Events
Compliance logging	Salesforce Shield, Field History Tracking

Use Case Mapping from Empathy Insights

Use Case	User Pain/Gain Addressed	Salesforce Tool Used
Automated onboarding flow	Pain: Manual process	Flow + Experience Cloud
Leave request and approval workflow	Pain: Delays and confusion	Flow + Custom Objects
HR ticketing system	Pain: Missed employee queries	Service Cloud + Email-to-Case
Employee performance dashboard	Gain: Data-driven decisions	CRM Analytics
Real-time compliance alerts	Pain: Risk of non-compliance	Shield + Notification Builder

Would you like a visual empathy map PDF or editable version (Miro, Lucidchart, Figma) to include in your Salesforce project documentation or presentation deck?