Course Name- Product Design Thinking Frameworks

Collage Name- Quantum University

Batch Number- 01

Week 3, Task 5

Empathy map for punch card or fingerprint scan system:-

1. Says (What the users say about the system):

- "It takes too long to punch in or scan my fingerprint every morning."
- "I often forget to punch in or out, and then I have to manually correct my hours."
- "Sometimes the fingerprint scanner doesn't work, which causes delays and frustration."
- "I feel like I'm wasting time doing this instead of focusing on my work."

2. Thinks (What the users are thinking about the system):

- "Why does this system feel so outdated?"
- "I wonder if my punch time is accurate since there's no real-time tracking."
- "What if I forget to swipe in or out today? Will I have to deal with the HR department to fix it?"
- "It would be great if there was a way to mark attendance without having to physically be at the machine."

3. Does (What the users do with the system):

- Employees physically go to the time clock machine and either swipe their card or scan their fingerprint every time they start and end their shift.
- If the system doesn't register the scan, employees have to try multiple times or report issues to HR.
- Employees may spend time making sure the punch-in/out times are correct in case of errors.
- Some employees might forget to punch out or punch in after breaks or at the start/end of the day.

4. Feels (What the users feel about the system):

- **Frustrated** when the fingerprint scanner doesn't work or there are system errors.
- **Stressed** about ensuring they've correctly marked their attendance.
- **Annoyed** by the repetitive nature of the process, especially if there's a delay in getting to work or leaving.

- **Confused** about discrepancies in attendance records, especially if corrections need to be made manually.

- **Impatient** if there's a long line to punch in/out.

- **Relieved** when the system works correctly and there are no issues.

5. Pain Points:

- **System Errors**: Fingerprint scanners can fail to recognize a fingerprint, and punch cards can be misplaced, leading to errors in attendance records.

- **Time Wasted**: Employees waste time walking to the machine, waiting in line, or dealing with system errors instead of starting work.

- **Inaccuracy**: Employees are concerned about whether their attendance times are recorded accurately, especially when there's a failure to register their scan or punch.

- **Manual Corrections**: Employees must contact HR to fix mistakes, which can be time-consuming and sometimes confusing.

6. Gains (What employees would gain from a better solution, like an app-based attendance system):

- **Seamless Experience**: No need to physically mark attendance; it's done automatically through location tracking.

- **Time Savings**: No waiting in line to punch in or scan a fingerprint.

- **Accuracy**: Real-time updates and automated tracking make attendance records more accurate.

- **Ease of Use**: The app simplifies the process, and employees can easily view and correct their attendance records if necessary.

- **Convenience**: Employees can mark their attendance from anywhere, as long as they're at the location of work (eliminating the need for manual checks).