- 2. Thinks:

   "What if the machine fails? I may lose a day's attendance."

   "I hope HR corrects my attendance properly."

   "It's annoying to experience technical problems all the time."

   "I hope the attendance marking was quicker and more consistent."

## 1. Says:

- "I forget my punch card too often."

   "The fingerprint reader usually doesn't function well."

   "I spend a lot of time waiting in queues to punch my attendance."
  - "If I'm a few minutes late, I get marked absent."

## 3. Feels:

- Irritated with inconstant technology (biometric scanners not working).
  - Worried about stringent attendance rules and system breakdown.
  - Irritated by wasted time waiting in lines.Worried about salary or performance review effects.

Let's make an empathy map for the old attendance system from the employees' point of view! This will allow us to see things from their perspective and identify pain points that the new app-based system solves.

**Empathy Map for the Old Attendance System** 

## 4. Does:

- Enters early in order to avoid waiting in long lines.
  Keeps attempting the fingerprint scanner if it does not work.
  Remembers to bring backup punch cards or keeps them handy. Calls HR to sort out attendance discrepancies.
- This empathy map points out why the transition to an app-based system with automatic location capture and instant updates is a strategic innovation — saving time, minimizing stress, and enhancing accuracy.