

## Ideation Phase

### Empathize & Discover

Date	20 June 2025
Team ID	LTVIP2025TMID31451
Project Name	Workforce Administration Solution (dev)

#### Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviors and attitudes.

It is a useful tool to help teams better understand their users.

Creating an effective workforce administration solution requires understanding the real problems and daily challenges faced by HR professionals, employees, and administrators.

By developing this empathy map, we aim to grasp the perspectives, needs, and emotions of users—such as HR staff or team leads—who will interact with the solution.

This ensures the final product addresses their expectations, simplifies their tasks, and supports their goals.

The exercise of creating the map helps participants consider things from the user's point of view—along with their goals and obstacles—in the workforce environment.

#### Example (Empathy Map) :

THINK & FEEL	SEE
What really counts	Environment
Major concerns about workforce data	Dashboard UI
Worries about errors in attendance/payroll	Tools available to peers

HEAR	SAY & DO
HR policies updates	Discuss issues with team
Feedback from peers	Logs in daily to track data
Supervisor suggestions	Requests reports or data

PAIN	GAIN
Manual data	Automation of HR Tasks
Report errors	Time saved
System Complexity	Clear visibility on workforce status

**Reference:** <https://www.mural.co/templates/empathy-map-canvasentry>