

**** Emily Detailed PERSONA ****

Name: Emily Carter

Age: 29

Work: Human Resources Coordinator at a Non-Profit Organization

Salary: \$60,000 per year

Location: New York City, USA

Daily Routine: Emily works about 8 hours a day, juggling HR responsibilities, including onboarding new hires, and facilitating training sessions. She spends around 2-3 hours on routine tasks like sending reminders and handling employee inquiries.

Motivation: Wants to streamline HR processes to focus more on employee engagement.

Frustrations: Feels overwhelmed by administrative tasks that detract from her ability to connect with employees and support their growth.



Interview Questions & Answers:

Q1: Hi Emily, can you share what a typical day looks like for you at work?

Sure! I spend a lot of time onboarding new employees and answering questions about benefits. My day is a mix of administrative tasks and employee engagement activities.

Q2: What are some of the most time-consuming tasks you deal with daily?

I'd say sending reminders for training sessions and managing onboarding schedules really takes up a chunk of my time. It can be a bit chaotic, especially when we have several new hires at once.

Q3: How do you think these routine tasks impact your overall productivity?

They definitely hold me back from being more proactive in my role. I want to focus on enhancing employee engagement, but I often find myself buried in digital admin tasks instead.

Q4: Have you explored any tools or methods to streamline these processes?

I've tried using HR software for tracking records, but the communication side still feels very manual. I think automation could really help, especially for reminders and onboarding emails.

Q5: What would be your ideal solution to improve your daily workflow?

Ideally, I'd love a system that automates onboarding communications and task reminders. This way, I can spend more time connecting with employees and fostering a positive work environment.

Q6: If you could change one thing about how you manage your day-to-day work, what would it be?

Absolutely. There was a time when we had multiple new hires starting at once, and I lost track of sending their welcome emails. It made me realize how much I could benefit from automation to avoid those oversights.

Empathy Map for Emily Carter:

Thoughts:

- I'm drowning in digital admin tasks.
- If only I could automate reminders and onboarding processes, I could focus more on employee engagement.

Feelings:

- Overwhelmed by administrative duties that consume her time.
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Hear:

From colleagues:

- *Can you help me with my benefits questions?*
- *Have you sent out the onboarding emails yet?*

From managers:

- *We need to improve employee satisfaction and engagement.*
- *Make sure the new hires are settled in smoothly.*

From industry:

- *Technology can transform HR processes.*
 - *More organizations are automating their HR functions for efficiency.*
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See:

- -A high volume of emails to process daily.
 - New hires waiting for onboarding instructions and support.
 - HR software that promises efficiency but still requires a lot of manual input.
 - Other team members also feeling overwhelmed with their tasks.
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Says:

- I wish I had more time to connect with our employees.
- These processes take too long and could definitely use automation.

Does:

- Manually sends reminders for training and onboarding sessions.
 - Regularly checks emails to respond to employee inquiries and updates.
 - Attempts to organize employee data using spreadsheets, leading to inefficient workflows.
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Pain:

- Spending 2-3 hours daily on repetitive administrative tasks.
- Struggling to create a positive employee experience due to time constraints.
- Difficulty in managing onboarding and communication effectively.
- Frustration from not finding a solution that fully automates her routine work.

Gain:

- Wants to free up time for employee engagement and building relationships.
- A more efficient workflow where routine tasks are handled automatically.
- Less stress from administrative tasks, allowing more focus on creating a positive workplace culture.