

Ideation Phase

Empathize & Discover

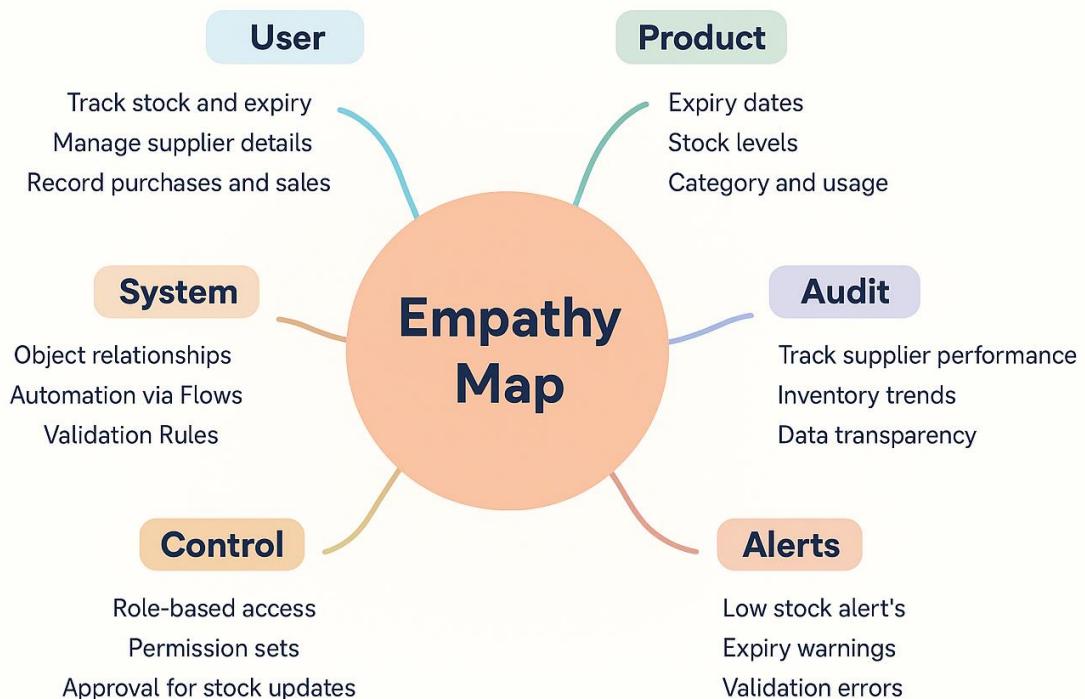
Date	01 November 2025
Team ID	NM2025TMID04457
Project Name	Medical Inventory Management

Empathy Map Canvas:

In the Empathize & Discover phase, the team observed how hospital administrators, pharmacists, and purchase managers handle medical inventory manually. They learned that many users feel **frustrated** due to **stock inaccuracies, lack of expiry alerts, and missing reorder notifications**. By engaging with healthcare staff and system users, the team discovered that **manual record-keeping and delayed updates** cause operational inefficiencies, data loss, and increased risks of expired medicines being used.

Gathering these insights helped the team understand the **real challenges faced in day-to-day operations**. They recognized the need for **automated alerts, real-time tracking, and accurate reports** to improve decision-making and ensure patient safety. This understanding became the foundation for designing a **smart and automated Salesforce-based Medical Inventory Management System**.

Example:



Example:

The empathy map helped us understand the challenges faced by hospital staff in managing medical inventory. It highlights their pain points, daily activities, and needs for automation, safety, and visibility. These findings guided us to design a smarter Salesforce solution with real-time monitoring, expiry validation, and reorder alerts.



Medical Inventory Management Application

By deeply understanding users through empathy mapping, we identified the key risks and frustrations associated with **manual medical inventory handling**.

These insights revealed **pain points** such as:

- No real-time expiry or reorder alerts
- Stock mismatches between departments
- Incomplete supplier records
- Lack of visibility on stock usage and purchase history

As a result, we designed a **Salesforce-based system** that integrates **automated flows, validation rules, and dashboards** to streamline stock management and improve reliability.

This ensures that no expired medicines are issued, supplies are restocked on time, and hospital teams can make informed decisions with confidence — enhancing **accuracy, safety, and operational efficiency** across the organization.