

Ideation Phase

Empathize & Discover

Date	8 November 2025
Team ID	NM2025TMID00593
Project Name	MedicalInventoryManagement
Maximum Marks	4 Marks

Empathy Map Canvas:

The empathy map illustrates how hospital staff, pharmacists, and inventory managers think, feel, and act while managing medical supplies. It shows their thoughts of ensuring medicine availability, their frustration with manual tracking, and their desire for automation. The users are seen working with spreadsheets, surrounded by medicine shelves, stock lists, and expiry reports, while hearing concerns from colleagues about missing items and expired drugs. They feel pressured but hopeful, wanting a digital, real-time solution that reduces errors and improves patient safety. This visualization captures the emotional and practical journey of healthcare workers as they move from manual chaos to a smart, automated inventory system.

Empathy Map



Example:

