Ideation Phase

Empathize & Discover
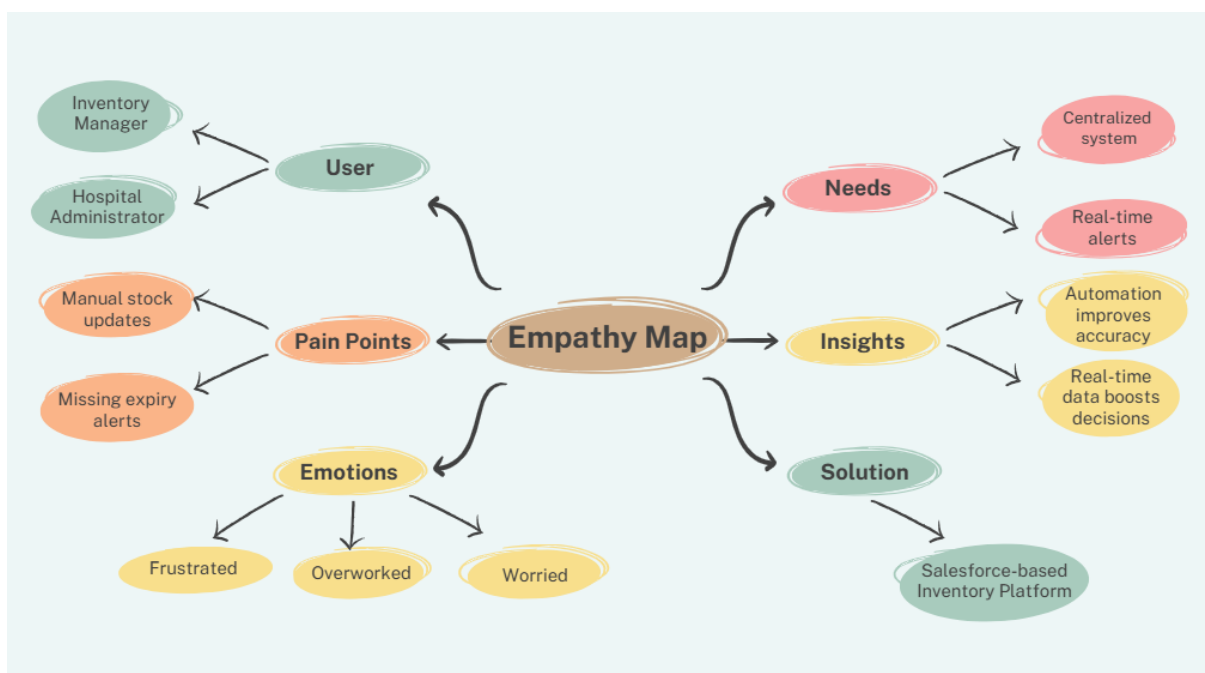
Date	02 November 2025
Team Id	NM2025TMID00728
Project Name	Medical Inventory Management System
Maximum Marks	4 marks

Empathy Map Canvas:

In the Empathize & Discover phase, the team observed how hospital administrators, pharmacists, and inventory managers handle the tracking of medical supplies. Through interviews and observation, the team discovered that manual inventory systems cause significant issues such as missing stock details, expired medicines, and delayed purchase orders. Many users expressed frustration with the lack of automated alerts for low stock or product expiry. By directly engaging with users, the team gained valuable insights into their daily struggles and needs for a more reliable digital solution.

Understanding these challenges helped the team identify opportunities to design a Salesforce-based Medical Inventory Management System that offers automation, transparency, and control over the entire inventory lifecycle.

Example:

Reference: https://www.canva.com/templates

Example: Medical Inventory Management in Healthcare

By deeply understanding the needs of healthcare professionals through empathy mapping, the team identified critical pain points such as:

- Lack of real-time alerts for low stock and expiry dates
- Inaccurate supplier and purchase order tracking
- Difficulty in ensuring timely replenishment of essential medicines
- Overdependence on manual record keeping and paper logs

These insights revealed the need for a centralized and automated inventory system capable of handling supplier coordination, product tracking, and expiry monitoring.

As a result, the team designed an intelligent Salesforce solution with features like:

- Automated expiry and stock alerts using flows and triggers
- Centralized supplier and product data management
- Dashboards and reports for quick decision-making
- Validation rules to ensure data integrity and accuracy

This empathetic understanding of users' day-to-day challenges guided the creation of a smarter, safer, and more efficient system for managing medical inventories. It not only improves operational efficiency but also ensures compliance and enhances patient safety in healthcare organizations.