

Ideation Phase

Empathize & Discover

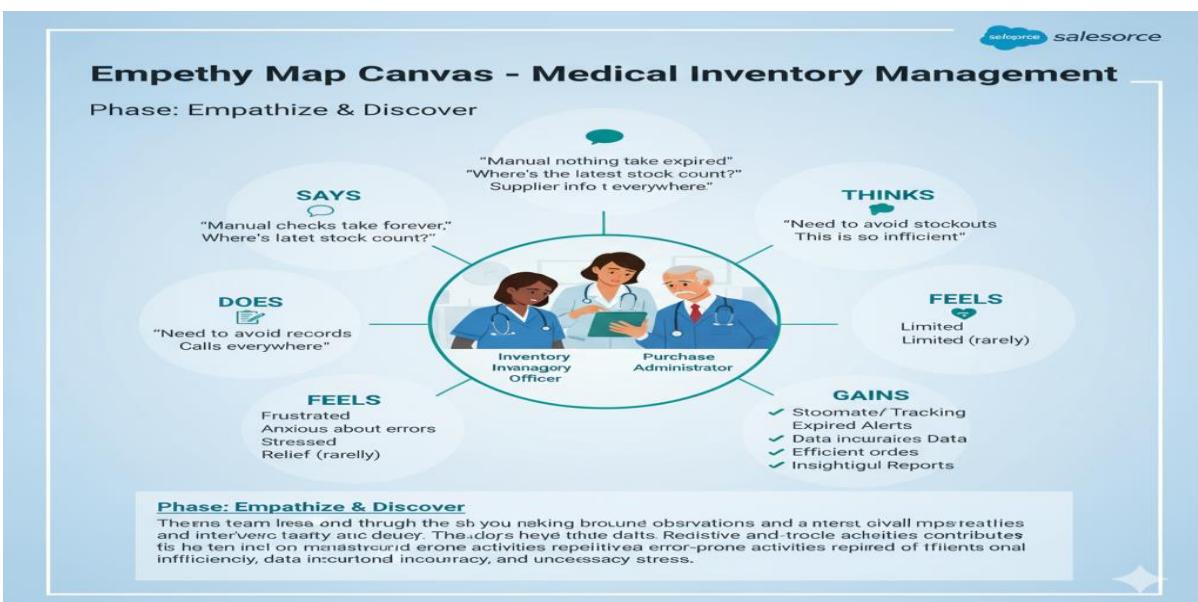
Date	1 November 2025
Team Id	NM2025TMID03427
Project Name	Medical Inventory Management System
Maximum Marks	4 Marks

Empathy Map Canvas

Phase: Empathize & Discover

During this phase, the project team closely studied the workflow of **inventory managers, purchase officers, and healthcare administrators** involved in medical inventory management within hospitals and healthcare facilities. Through **interviews, shadowing sessions, and observation of existing processes**, the team identified major difficulties users face in their daily operations. These included **manual tracking errors, stock shortages, delayed replenishments, expired product usage, and lack of integrated reporting tools**.

The study revealed that medical staff and administrators spend a significant amount of time **cross-verifying records, manually checking expiry dates, and coordinating with suppliers** through disconnected systems. These repetitive and error-prone activities contribute to operational inefficiency, data inaccuracy, and unnecessary stress.



Category	User Perspective and Insights
Who are we empathizing with?	<ul style="list-style-type: none"> - Inventory Managers: Responsible for maintaining stock levels and ensuring product availability. - Purchase Officers: Handle supplier coordination, purchase orders, and procurement tracking. - Healthcare Administrators: Oversee compliance, reporting, and operational efficiency. - Pharmacists / Store In-Charges: Manage product storage, issue records, and track expiry dates.
What do they need to do?	<ul style="list-style-type: none"> - Maintain accurate and up-to-date records of stock, suppliers, and purchase orders. - Ensure timely replenishment of essential medical supplies. - Track and remove expired or damaged products to maintain safety standards. - Generate real-time reports for performance evaluation, compliance, and decision-making.
What do they see?	<ul style="list-style-type: none"> - Unorganized inventory lists maintained on paper or spreadsheets. - No real-time synchronization, causing outdated stock data. - Missed expiry alerts, leading to wastage and patient safety risks. - Fragmented supplier and order data, making tracking inefficient.
What do they say and do?	<ul style="list-style-type: none"> - “We need a single platform to manage inventory and suppliers.” - “It’s difficult to monitor which medicines are nearing expiry.” - “Supplier details are scattered across multiple files.” - Spend significant time manually checking stock levels or sending repeated email follow-ups for purchase updates.
What do they hear?	<ul style="list-style-type: none"> - Complaints from staff about missing, delayed, or expired medicines. - Pressure from management to improve accuracy, reduce wastage, and comply with safety standards. - Feedback from suppliers about delayed purchase orders or payment processing.

Category	User Perspective and Insights
What do they think and feel?	<ul style="list-style-type: none"> - Frustrated with repetitive manual work and inconsistent data. - Stressed about potential compliance failures or shortages. - Overwhelmed by multiple disconnected systems and lack of automation. - Hopeful for a digital, automated solution that ensures accuracy, transparency, and ease of use.