

Ideation Phase

Empathize & Discover

Date: 03/11/2025

Team ID: NM2025TMID05036

Project Name: Medical Inventory Management

Maximum Marks: 4 Marks

Empathy Map Canvas:

In the *Empathize & Discover* phase, the team studied how hospitals and pharmacies manage their medical inventory, including medicines, equipment, and supplies. Through observation and interviews with pharmacists, nurses, and administrators, they learned that manual tracking often causes issues like expired stock, missing records, and supply shortages during emergencies.

By understanding these daily challenges, the team realized that an automated system could greatly reduce errors and improve efficiency. Users expressed the need for real-time alerts, simple stock updates, and accurate reporting. These insights helped the team focus on building a smart, user-friendly system that enhances patient care through better inventory control.

Example:

Medical Inventory Monitoring System

By deeply understanding user pain points through empathy mapping, the team identified major issues such as expired medicine alerts, stock imbalance, and poor record maintenance. Based on these findings, they designed a digital platform that automatically tracks medical supplies, sends expiry notifications, and maintains usage logs.

This improved system ensures that healthcare providers always have the right medicines and equipment available, minimizes wastage, and enhances the reliability of hospital operations.

Reference:

<https://www.mural.co/templates/empathy-map-canvas>

The empathy map helped us understand user challenges in maintaining medical stock records and guided us to design an intelligent and reliable **Medical Inventory Management System** that reduces human error, improves transparency, and supports efficient healthcare delivery.