

## Ideation Phase

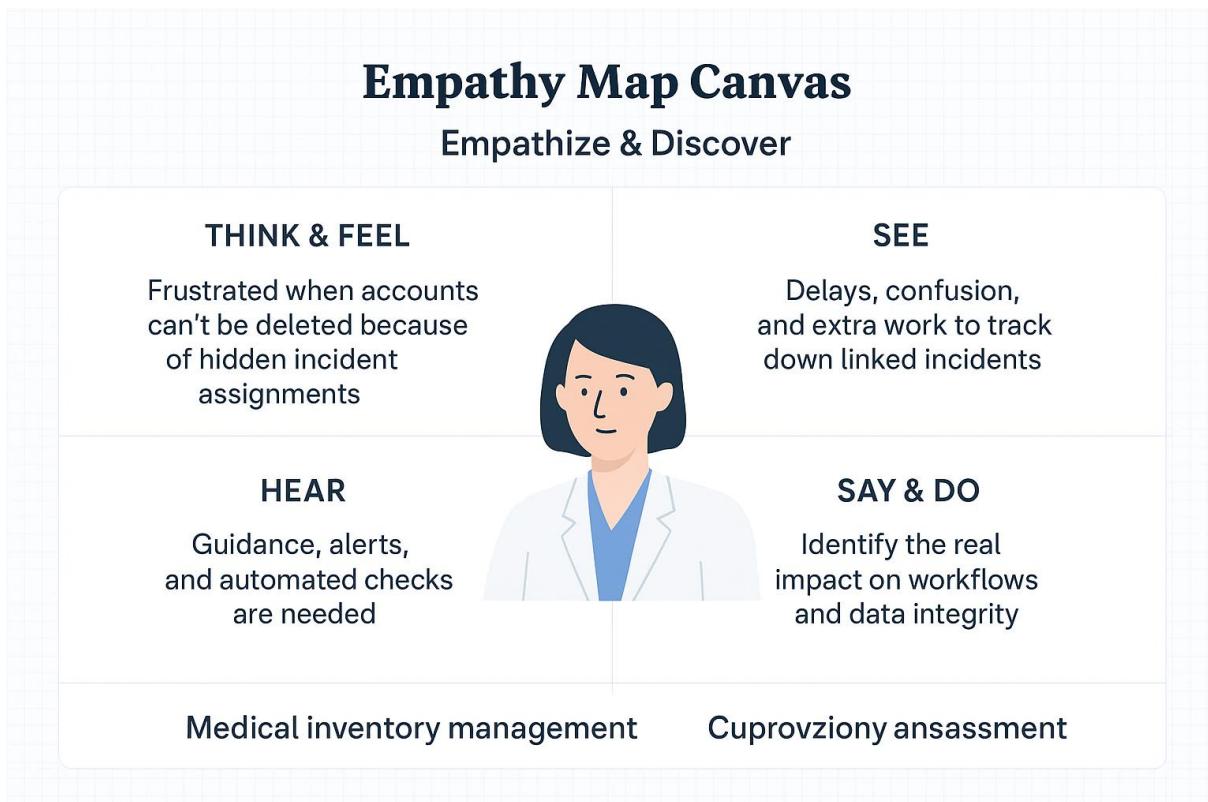
### Empathize & Discover

|               |                                  |
|---------------|----------------------------------|
| Date          | 30 october 2025                  |
| Team ID       | F6ECDDC2BAA51CF97204E983A5BEFB35 |
| Project Name  | Medical Inventory Management     |
| Maximum Marks | 4 Marks                          |

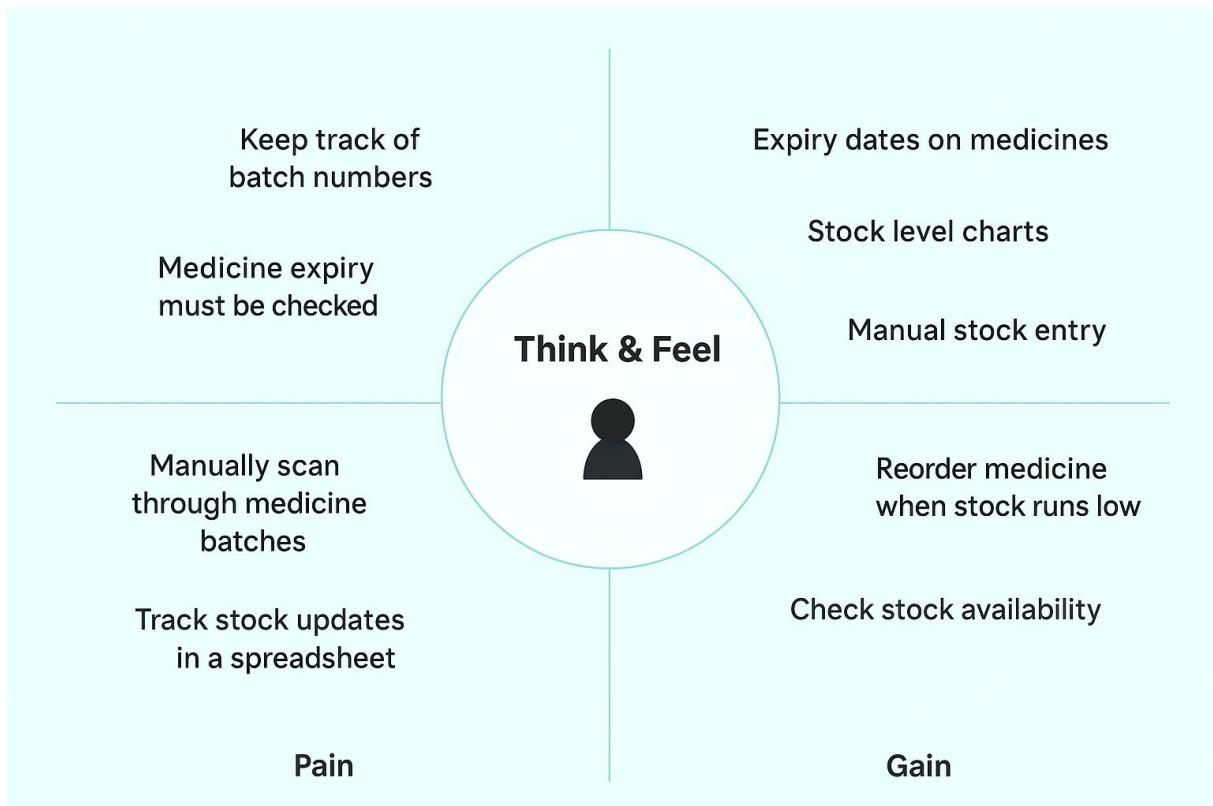
#### **Empathy Map Canvas:**

In the Empathize and Discover phase, the team observes how pharmacists, hospital store managers, and medical staff manage inventory daily. They notice frustration when medicines expire unnoticed, stock runs out unexpectedly, or manual updates lead to errors. Through interviews and real-world observation, they learn that users struggle with time-consuming stock checks, handwritten logs, and missing alerts for low or expiring items. These challenges cause stress, delays in treatment, and fear of non-compliance during audits. Staff often worry about patient safety and workflow disruptions due to inaccurate inventory records. By understanding these pains, needs, and emotions, the team realizes the importance of automated real-time tracking, expiry notifications, and a simple interface that minimizes manual work. These insights help them design a smarter, more reliable medical inventory management system that reduces workload, improves accuracy, and supports patient care.

#### **Example:**



**Example:**



By deeply understanding users through empathy mapping, we identified the critical risks and frustrations associated with inefficient medical inventory handling and accidental usage or removal of essential medicines. These insights highlighted pain points such as lack of real-time stock visibility, no expiry alerts, difficulty tracking item assignments to wards/pharmacies, and absence of system safeguards to prevent misuse or stockouts.

As a result, we designed a smarter and more secure Medical Inventory Management System that integrates real-time monitoring, automated alerts for low stock and expiry, item-tracking logs, and mandatory checks before removing or updating critical items. This ensures that no essential medical stock is removed or expires unnoticed, improves hospital accountability, strengthens patient safety, and boosts operational efficiency—ultimately increasing staff confidence in managing medical supplies.