**Customer Journey Map – Medical Inventory Management System**

**SCENARIO**

Ordering, tracking, managing, and restocking medical inventory using the system

**Steps | What does the user experience?**

**Entice**

**Awareness & Need Identification**  
Hospital/clinic staff identifies a shortage or need for medical supplies

* **Goals & Motivations**:  
  *Help me know when we are running low on inventory.*
* **Positive Moments**:  
  System auto-alerts for low stock
* **Negative Moments**:  
  Manual checks sometimes miss urgent items
* **Areas of Opportunity**:  
  Automate alerts, prioritize critical items

**Enter**

**Login to the Inventory Management System**  
User logs into the portal using authorized credentials

* **Interactions**:  
  Web portal or app login
* **Things**:  
  ID card, desktop/laptop/tablet
* **Places**:  
  Pharmacy, medical store, admin office
* **People**:  
  Pharmacist, storekeeper

**Browse**

**Check Stock and Item Status**  
User checks availability, expiry dates, supplier info, and current usage

* **Goals & Motivations**:  
  *Help me know what’s in stock and what's expiring soon.*
* **Positive Moments**:  
  Easy filtering by expiry/supplier/category
* **Negative Moments**:  
  Confusing data layout
* **Areas of Opportunity**:  
  Add color-coded alerts, expiry filters

**Engage**

**Place Reorder Request**  
User initiates a request to restock selected items

* **Goals & Motivations**:  
  *Help me reorder stock quickly and accurately.*
* **Positive Moments**:  
  One-click reorder feature
* **Negative Moments**:  
  Unclear vendor options or delay
* **Areas of Opportunity**:  
  Suggest preferred supplier, track delivery ETA

**Complete Payment & Confirmation**

Admin or finance team confirms payment to supplier and system logs the order

* **Interactions**:  
  Payment gateway, internal approval
* **Things**:  
  System invoice, approval emails
* **Places**:  
  Finance desk, supplier’s portal
* **People**:  
  Finance officer, admin, supplier contact
* **Goals & Motivations**:  
  *Help me finalize purchases without delays or errors.*
* **Areas of Opportunity**:  
  Enable auto-approval for routine purchases

**Receive Inventory**

Goods arrive and are verified against the order and expiry list

* **Positive Moments**:  
  QR/barcode scanning to update inventory instantly
* **Negative Moments**:  
  Mismatch in quantity or damaged items
* **Areas of Opportunity**:  
  Integrate supplier ratings, allow partial receipts

**Track Usage**

Inventory items are logged as they are used for patients or procedures

* **Goals & Motivations**:  
  *Help me monitor consumption patterns for future planning.*
* **Positive Moments**:  
  Automatic usage logging with patient/procedure linking
* **Negative Moments**:  
  Manual entries cause data errors
* **Areas of Opportunity**:  
  Integrate with EMR/EHR systems

**Audit & Review**

Monthly/quarterly review of inventory trends, expiry, and wastage

* **Goals & Motivations**:  
  *Help me find inefficiencies and reduce wastage.*
* **Positive Moments**:  
  Downloadable reports, expiry alerts
* **Negative Moments**:  
  Missing historical comparisons
* **Areas of Opportunity**:  
  Enable graphical dashboards and suggestions

**Extend**

**Get Replenishment Recommendations & System Improvements**  
System provides predictive analysis for future stocking needs

* **Goals & Motivations**:  
  *Help me plan ahead and never run out of critical stock.*
* **Positive Moments**:  
  Smart AI-based suggestions
* **Negative Moments**:  
  Over-suggestion leads to overstock
* **Areas of Opportunity**:  
  Balance predictive logic with usage history

