

Ideation Phase

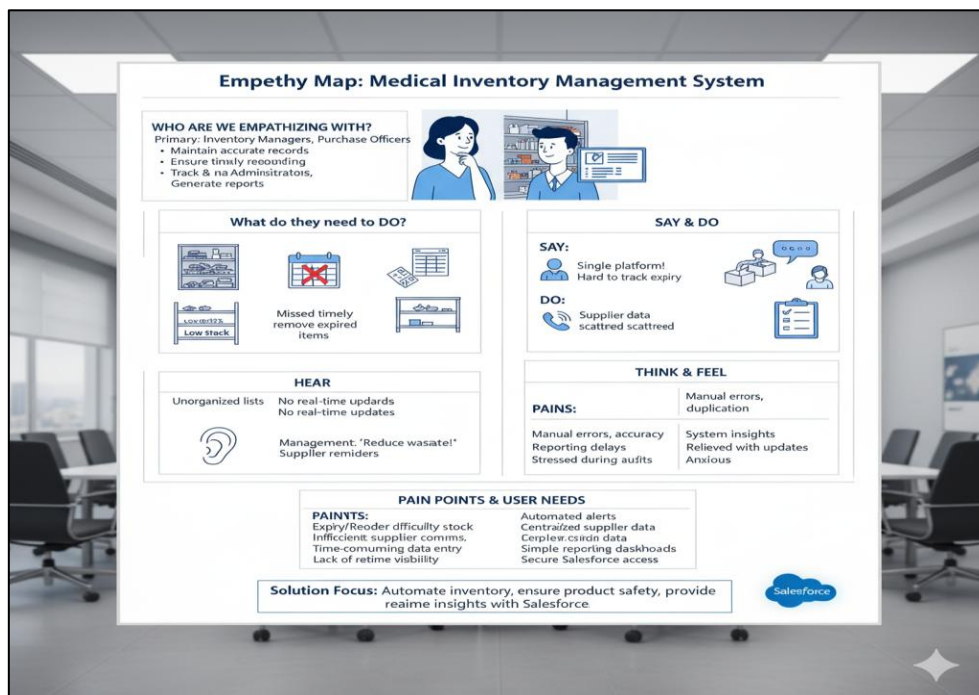
Empathize & Discover

Date	1 November 2025
Team Id	NM2025TMID04221
Project Name	Medical Inventory Management System
Maximum Marks	4 Marks

Empathy Map Canvas :

In the *Empathize & Discover* phase, the team closely observed how inventory managers, purchase officers, and administrators handle medical inventory in hospitals and healthcare facilities. Through interviews and process observations, the team learned that users often face challenges such as manual tracking errors, stock shortages, product expiry issues, and lack of integrated reporting tools.

These findings revealed that medical staff and administrators spend significant time reconciling records, checking expiry dates manually, and coordinating with suppliers, which leads to inefficiency and stress. Understanding these struggles guided the team to design a Salesforce-based solution that automates inventory tracking, ensures product safety, and provides real-time insights.



Empathy Map Insights:

Category	User Perspective and Insights
Who are we empathizing with?	<ul style="list-style-type: none">- Inventory Managers- Purchase Officers- Healthcare Administrators- Pharmacists or Store In-Charges
What do they need to do?	<ul style="list-style-type: none">- Maintain accurate stock records and supplier information.- Ensure timely reordering of critical medicines and supplies.- Track and remove expired or low-quality products.- Generate performance and compliance reports efficiently.
What do they see?	<ul style="list-style-type: none">- Unorganized paper or spreadsheet-based inventory lists.- Lack of real-time updates when stock changes occur.- Missed expiry alerts leading to wastage or safety risks.- Fragmented supplier data and inconsistent purchase tracking.
What do they say and do?	<ul style="list-style-type: none">- “We need a single platform to track everything.”- “It’s hard to know what’s about to expire.”- “Supplier details are scattered and hard to maintain.”- Frequently check stock levels manually or send repeated email follow-ups.
What do they hear?	<ul style="list-style-type: none">- Complaints from staff about missing or expired medicines.- Pressure from management to reduce wastage and

	<p>improve efficiency.</p> <ul style="list-style-type: none"> - Supplier reminders or late delivery updates.
What do they think and feel?	<ul style="list-style-type: none"> - Pains: Frustrated by manual errors, data duplication, and delays in reporting. - Gains: Desire for automation, accuracy, and system-generated insights. - Emotions: Stressed during audits and stock inspections; relieved when data is up-to-date and automated.
Pain Points Identified	<ul style="list-style-type: none"> - Difficulty tracking expiry dates and reorder levels. - Inefficient communication with suppliers. - Time-consuming data entry and reconciliation. - Lack of visibility into real-time inventory trends.
User Needs Identified	<ul style="list-style-type: none"> - Automated alerts for low stock and expiry. - Centralized supplier and product database. - Simple report generation and dashboard visualization. - Secure and role-based Salesforce access for transparency and control.