Empathize & Discover

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Empathize in Medical Inventory Management

"Empathize" means understanding the pain points and goals of users like Inventory Managers, Purchase Managers, hospital staff, and suppliers. This phase ensures your system is not just functionally correct—but meaningful to the people who use it.

Methods Used:

- Interviews with inventory managers and procurement staff

- Observation of stock update processes and purchase order handling

- Brainstorming with stakeholders to identify frustrations and goals

- Empathy mapping to uncover thoughts, behaviours, and underlying emotions

Empathy Map

👤 **User Role:** Inventory Manager & Purchase Manager

SAY	THINK
"I can't keep track of what's about to expire."	"If I miss a delivery or reorder late, patient care is at risk."
"The ordering process takes too long."	"There should be a simpler way to check supplier history before placing a PO."
DO	**FEEL**
Manages purchase orders and enters stock data manually in spreadsheets	Stressed when stock runs low unexpectedly
Checks product status, availability, and updates expiry information	Frustrated by poor visibility into supplier reliability and delivery delays

Medical Inventory Management

SAYS
- Tracking expiry dates is a major headache
- We often run low on critical supplies
- I need a quick way to reorder products
- Approving purchase orders takes too long

THINKS
- I worry about using expired products
- It's hard to keep track of supplier performance
- Our inventory records arre always outdated
- There must be a more e efficient way to manag stock

DOES
- Monitors inventory levels daily
- Manually updates stock records
- Manages purchase order approvals
- Checks for expired items each week

FEELS
- Frustrated by manual processes
- Concerned about sto ckouts
- Overwhelmed by mana-ging inventory

Key Needs Identified

- Real-time visibility of inventory stock and expiry data

- Automated alerts for low stock or upcoming expiries

- A clean interface to track purchase orders and supplier details

- Role-specific dashboards to improve decision-making efficiency

Insights

- Manual data entry consumes time and leads to frequent errors

- Procurement staff need historical context (cost, delivery speed) when evaluating suppliers

- There's a strong desire for automation—but only if it's simple and integrates well into existing routines

Final Thoughts

Empathizing with users uncovered not just what they *do*, but what they *care about*. By putting people at the centre of the design process, your Salesforce solution is positioned to be both technically smart and emotionally meaningful.