Ideation Phase

Empathy Map Canvas

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Team ID	NM2025TMID06793
Project Name	Medical Inventory Management

1. Introduction

An Empathy Map helps understand the users of the Medical Inventory Management System (MIMS), their behaviors, pain points, and goals. By visualizing these insights, we can design features that meet real user needs.

Purpose:

Identify what users say, think, do, and feel.

Understand frustrations and motivations.

Align system design with user expectations.

Users of MIMS:

Inventory Managers

Procurement Staff

Warehouse Supervisors

Administrative Staff

2. Detailed User Personas

Persona 1: Inventory Manager – Rajesh

Role: Monitors stock, updates records, generates reports.

Goals: Maintain accurate inventory, prevent stockouts, ensure compliance.

Frustrations: Manual entry errors, delayed reports, expired stock.

Daily Tasks: Physical stock checks, spreadsheets, communicating with procurement and suppliers.

Persona 2: Procurement Staff – Anjali

Role: Orders products from suppliers.

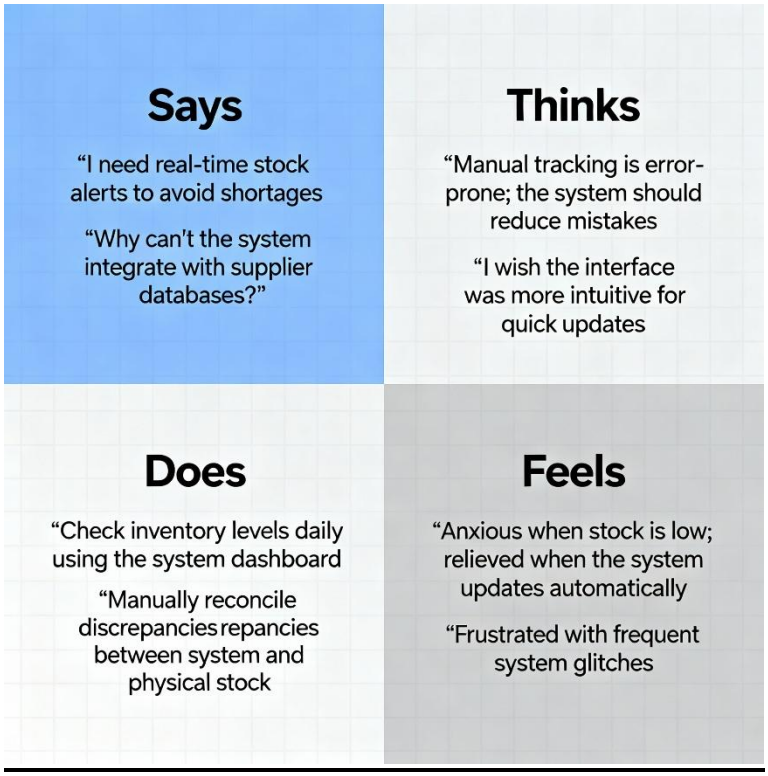
Goals: Timely procurement, efficient supplier selection, cost optimization.

Frustrations: Supplier delays, manual PO creation, lack of visibility into inventory.

Daily Tasks: Calls suppliers, sends emails, updates order status, reviews stock requests.

3. Empathy Map Table

Category	Inventory Manager	Procurement Staff	Warehouse Supervisor	Admin Staff
Says	"We need real-time stock updates."	"Which supplier is most reliable?"	"Expired products must be flagged immediately."	"Reports should be ready without delays."
Thinks	"Manual tracking is error-prone."	"I need a faster way to process orders."	"Stock counts take too long."	"I'm spending too much time compiling reports."
Does	Updates spreadsheets, checks stock manually	Calls suppliers, creates POs manually	Counts stock, checks expiry dates	Collects data, generates reports manually
Feels	Frustrated, stressed about errors	Stressed by supplier delays	Worried about compliance and expired items	Overwhelmed with manual reporting



4. Observations and Insights

1. Users Need Automation: Manual tasks take too long and are error-prone.
2. Real-Time Data is Critical: Inventory, stock levels, and expiry information must be updated instantly.
3. Alerts and Notifications Improve Efficiency: Low stock and near-expiry notifications reduce human error.
4. Reporting Must Be Simple and Quick: Users need dashboards and automated reports for decision-making.

Example Insights:

1. Inventory Managers spend 3-4 hours daily checking stock manually.
2. Warehouse Supervisors miss expiry notifications because manual checks are inconsistent.
3. Procurement Staff rely on memory or emails, causing delays in ordering.

5. User Scenarios

Scenario 1: Low Stock Alert

The system detects low stock of a critical medicine.

Inventory Manager receives an automated alert on Salesforce dashboard.

System recommends a supplier with the fastest delivery and good reliability.

Purchase order is automatically created.

Scenario 2: Expiry Management

Warehouse Supervisor receives notification of near-expiry stock.

System generates a report of all items expiring within the next 30 days.

Manager schedules replacement or disposal, ensuring compliance and avoiding wastage.

Conclusion

The Empathy Map Canvas demonstrates that users require a centralized, automated, and intelligent system for managing medical inventory. Salesforce-based MIMS addresses these needs by providing real-time data, alerts, dashboards, and automation, reducing errors and improving efficiency.