Empathize & Discover

Project Name: Medical Inventory Management System (Salesforce)
Team ID: 6D24F58C3BFCDC0B2754A4CE3927F280
Maximum Marks: 4 Marks

Empathy Map Canvas

In the Empathize & Discover phase, the team studied how hospital staff, pharmacists, and procurement officers manage medical inventory on a daily basis. Through observations, interviews, and shadowing sessions, several recurring frustrations and inefficiencies were uncovered.

Pharmacists expressed stress about tracking product expiry dates manually, while procurement officers complained about late reorders caused by missing stock alerts. Storekeepers reported confusion due to duplicate entries and difficulty verifying batch information. Hospital administrators highlighted the lack of real-time reports and supplier visibility, which directly impacts decision-making and patient safety.
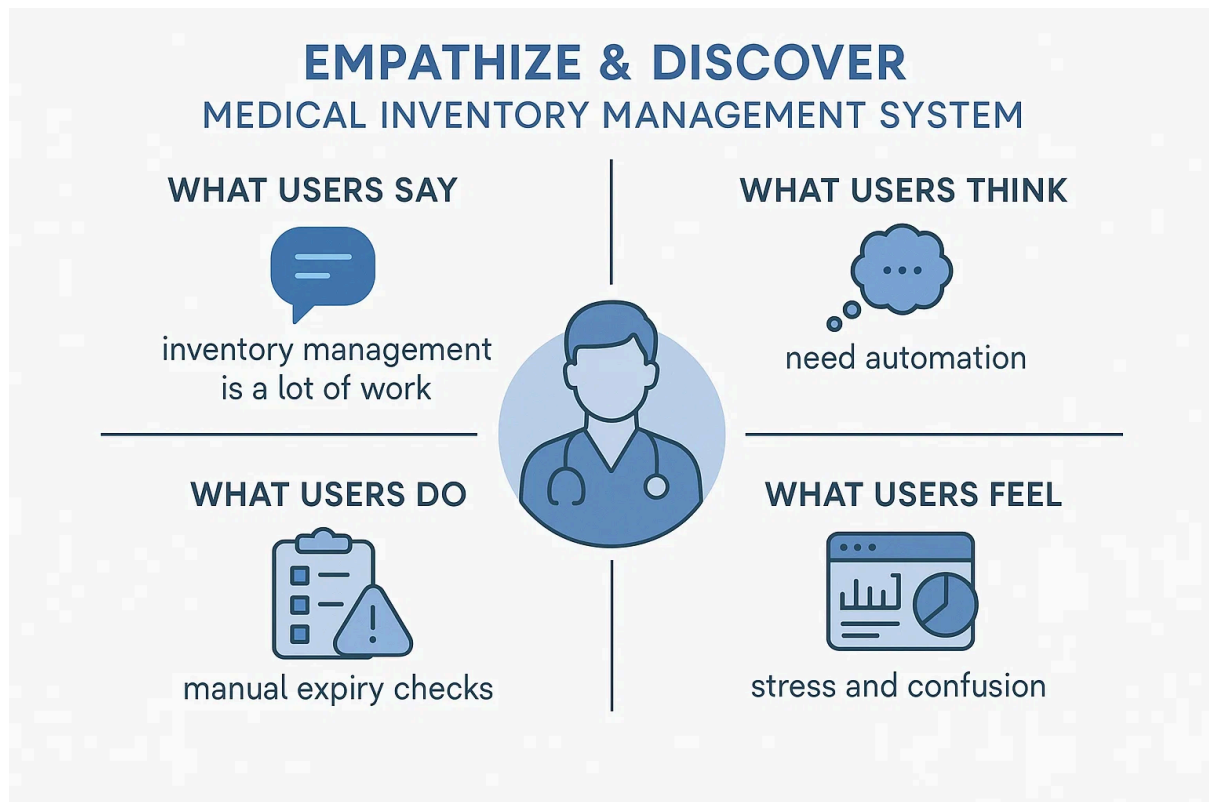
By engaging with these roles, the team gained a deeper understanding of the real-world challenges faced in maintaining reliable and compliant inventory systems. The insights revealed that most users desire **automation, transparency, and proactive notifications** rather than reactive problem-solving.

This understanding formed the foundation for designing a system that not only automates inventory management but also empowers users to make informed, timely decisions.

Empathy Insights

User Role	What They Say	What They Think	What They Do	What They Feel

Role	Quote 1	Quote 2	Task	Emotion
Pharmacist	"I waste too much time checking expiry dates manually."	"If I miss one batch, it could be a serious issue."	Checks inventory sheets and logs daily.	Stressed about compliance and safety.
Procurement Officer	"We always find out about shortages after it's too late."	"We need a reliable system to alert us early."	Reviews stock reports manually before ordering.	Worried about delays and inefficiency.
Storekeeper	"Updating Excel files is confusing and error-prone."	"One wrong entry can mess up the entire record."	Manually records incoming and outgoing stock.	Overwhelmed by repetitive manual work.
Hospital Admin	"I can't get clear data on supplier performance."	"Without visibility, planning budgets is impossible."	Collects reports from multiple departments.	Frustrated and disconnected from real operations.

EMPATHIZE & DISCOVER
MEDICAL INVENTORY MANAGEMENT SYSTEM

WHAT USERS SAY
inventory management is a lot of work

WHAT USERS THINK
need automation

WHAT USERS DO
manual expiry checks

WHAT USERS FEEL
stress and confusion

Empathy Summary

By understanding these daily pain points, the team discovered that the real challenge isn't just poor record-keeping — it's **a lack of visibility and automation**.
 The empathy sessions made it clear that users need:

- Expiry alerts that notify before critical dates.

- Automated reorder suggestions for essential items.

- Supplier performance insights integrated into dashboards.

- Centralized data access for all departments.

This phase transformed raw complaints into actionable design goals, ensuring that the final Salesforce system directly reflects the users' needs and realities.

Outcome

Through empathy mapping, the team recognized that every stakeholder experiences unique but interconnected pain points. The findings shaped a vision for a **smart, user-friendly, and proactive inventory system** that ensures zero expired products, uninterrupted supply, and full accountability across departments.

The resulting design direction focuses on automation, real-time monitoring, and intuitive alerts — creating a reliable digital ecosystem that supports better decision-making and safer healthcare delivery.