

Ideation Phase

Empathy Map Canvas

Date	06 November 2025
Team ID	F529277D47452DB9E7447BD087E08E5E
Project Name	Medical inventory management
Maximum marks	4 marks

User Persona

Primary User: Hospital inventory manager / pharmacist / nurse

Goal: Efficiently track, manage, and restock medical supplies to avoid shortages or waste.

1. Says

What the user explicitly says about their experience or needs:

- “We’re always running out of critical medicines at the wrong time.”

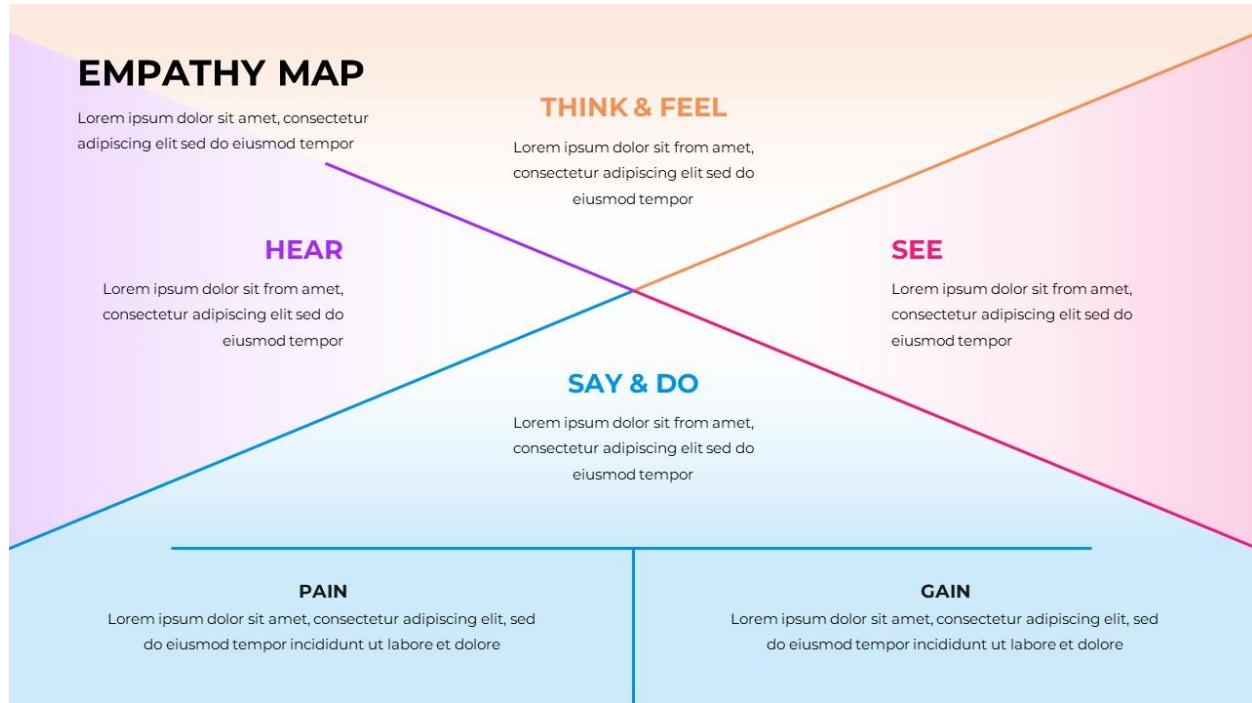
“It’s hard to keep track of expiry dates manually.”

- “I spend too much time updating stock in spreadsheets.”
- “We need a system that gives alerts before stock runs low.”
- “Reports should be easy to generate for audits.”

2. Thinks

What the user might be thinking but not saying out loud:

- “If we miss even one supply, it could affect patient care.”
- “Manual tracking increases the chance of errors.”
- “I wish this process was automated and transparent.”
- “The current system wastes too much time and effort.”
- “What if expired medicines are used accidentally?”



□ 3. Does

Observable user actions:

- Manually updates inventory in spreadsheets or notebooks.
- Physically checks stockrooms to verify quantities.
- Calls suppliers for restocking.
- Creates manual purchase orders.
- Cross-checks expiry dates item by item.

☒ 4. Feels

Emotions and frustrations:

- **Frustrated** — with manual work and data errors.
- **Anxious** — about missing or expired stock.
- **Stressed** — during audits or inspections.
- **Relieved** — when alerts and reports are automated.
- **Empowered** — when the system is accurate and easy to use.

5. Pain Points

The main challenges faced:

- Lack of real-time visibility of stock.
- Manual entry errors and duplication.
- Difficulty tracking expiry dates.
- Delayed replenishment and procurement.
- Inefficient reporting and compliance processes.

6. Gains

Desired outcomes or benefits:

- Automated low-stock and expiry alerts.
- Real-time dashboards for stock levels.
- Easy report generation for audits.
- Seamless supplier integration and purchase tracking.
- Better patient safety and cost control.

Summary Insight

Users want a **reliable, automated, and user-friendly** system that ensures **availability, accuracy, and safety** in managing medical supplies — reducing stress and improving operational efficiency.