Empathy Map Canvas - Medical Inventory Management System

Ideation Phase
Empathize & Discover

Date: 03 November 2025
Team ID: NM2025TMID00478
Project Name: Medical Inventory Management System
Maximum Marks: 4 Marks

In the Empathize & Discover phase, the team observed how medical staff handle inventory manually. Many users expressed frustration due to missing stock information, expired medicines, and time wasted on physical checks. Interviews with pharmacists and administrators revealed that these challenges directly impact hospital efficiency and patient safety.

Through empathy mapping, the team identified key pain points — lack of visibility into real-time stock, difficulty in tracking expiry dates, and poor coordination between departments. These insights led to the idea of a smart, automated Medical Inventory Management System that tracks stock, generates alerts, and simplifies supply management.

Key Insights:
• Users need real-time visibility of inventory.
• They want automatic alerts for expiry and low stock.
• They feel frustrated when medicines are missing or expired.
• They value accuracy and speed during emergencies.

Outcome:
By deeply understanding users, we realized the need for a centralized and automated system that enhances reliability, prevents wastage, and ensures better patient service through efficient stock management.

Reference: https://www.mural.co/templates/empathy-map-canvas