

Ideation Phase

Empathize and Discover

Date	01 November 2025
Team ID	NM2025TMID02866
Project Name	Medical Inventory Management
Maximum Marks	4 Marks

Empathy Map Canvas:

In the Empathize & Discover phase, the team observes how hospital staff, pharmacists, and inventory managers handle medical supplies in real time. They notice that most challenges arise from manual stock updates, missing expiry tracking, and lack of coordination between departments. Through user interviews, they identify that delays in restocking essential medicines and over-purchasing of less-used items lead to operational inefficiencies and financial strain.

By gathering these insights, the team understands the emotional and practical struggles of users. Pharmacists often feel anxious when life-saving drugs go out of stock, while inventory managers feel overwhelmed managing large quantities of supplies manually. Understanding these pain points helps the team focus on solutions that ensure real-time tracking, low-stock alerts, and automated report generation. These discoveries highlight the need for an integrated digital system to make inventory management faster, more accurate, and stress-free.

Example:

The empathy map helped us understand the struggles of hospital staff when managing inventory. It highlights their pain points, motivations, and emotional responses. For example, pharmacists need timely updates on stock levels to avoid delays in patient care, while managers need accurate data for restocking. These insights guided the team to design a system that supports real-time updates, expiry tracking, and automated stock alerts.

By deeply understanding the users through empathy mapping, the team identified the main issues such as lack of automation, poor visibility into stock data, and communication gaps between departments. As a result, they designed an intelligent Medical Inventory Management System that integrates real-time monitoring, automated purchase

requests, and alert notifications. This ensures uninterrupted medical supply flow, improves accountability, and enhances the overall efficiency of healthcare services.

Empathy Map Canvas

