Ideation Phase
Empathy Map Canvas

Date:	03.11.2025
Project Name:	Medical Inventory Management
Team Id:	E6B89203D9C618592C84F3385E57DB7C

Objective:

To deeply understand the users of the Medical Inventory Management System — primarily hospital staff, pharmacists, and administrators — by mapping their thoughts, feelings, and behaviors to design a more intuitive and efficient system.

User Persona:

Name: Dr. Priya Sharma

Role: Hospital Pharmacist

Environment: Works in a multi-specialty hospital managing medicine stocks, supplier coordination, and order tracking.

Goal: Ensure timely medicine availability, avoid stockouts, and manage expiry tracking efficiently.

Empathy Map Dimensions:

1. Says:

• “I need to know when stock is running low.”

• “The system should alert me before medicines expire.”

• “I spend too much time tracking suppliers manually.”

2. Thinks:

• “Is the inventory data up to date?”

• “What if the wrong medicine batch is delivered?”

• “Can I rely on automated alerts?”

3. Does:

• Regularly checks stock levels in spreadsheets or manual logs.

• Communicates with suppliers for reorders.

• Manages purchase records manually or semi-digitally.

4. Feels:

• Frustrated by redundant manual tasks.

• Concerned about errors during busy shifts.

• Relieved when the process runs smoothly with automation.

5.Pain Points:

• Manual tracking leads to time wastage and inaccuracies.

• Difficult to monitor expiry dates effectively.

• Lack of real-time reports and supplier visibility.

6.Gains / Needs:

• Automated low-stock and expiry alerts.

• Real-time dashboards for inventory tracking.

• Simplified supplier management and purchase tracking.

7.Insights:

Understanding the user’s frustrations with manual systems inspired a focus on automation, visual dashboards, and alert mechanisms in the Medical Inventory Management System.By addressing these emotional and practical needs, the platform enhances efficiency, accuracy, and user satisfaction.