Ideation Phase

Empathize & Discover

Date	03 November 2025
Team ID	NM2025TMID01909
Project Name	Medical Inventory Management
Maximum Marks	4 Marks

Empathy Map Canvas – Medical Inventory Management System

User Persona

Name: Dr. Priya / Mr. Arjun
Role: Hospital Pharmacist / Inventory Manager
Environment: Works in a busy hospital or clinic, managing medicines, surgical tools, and medical supplies.
Goal: Maintain accurate inventory, avoid shortages or expiries, and ensure smooth hospital operations.

Says

- “We need to know stock levels in real time.”
- “Expired medicines create huge losses.”
- “It’s difficult to track supplies manually.”
- “We need an easier way to generate purchase orders.”

Thinks

- “What if a life-saving medicine runs out suddenly?”
- “Can I trust the data in our manual logs?”
- “I wish our system automatically updated when items were used.”
- “I need a way to predict future requirements.”

3. Sees

- Shelves full of medicines with unclear expiry labels
- Staff searching for items during emergencies
- Frequent supplier delays
- Manual records and spreadsheets
- Pressure from hospital management for efficiency

4. Hears

- “Where’s the medicine? We’re running out!” — from nurses/doctors
- “We need an audit report today.” — from administration
- “We delivered everything; check your system.” — from suppliers

5. Pains

- Manual errors in stock entries
- Overstocking or understocking
- Wastage due to expired items
- Time-consuming report generation
- Poor coordination between departments

6. Gains

- Real-time inventory updates
- Automatic alerts for low stock or expiry
- Efficient purchase order management
- Centralized database for all departments
- Data-driven decisions and analytics

7. Empathy Insight Summary

The user feels **stressed** by manual processes, **worried** about stockouts and compliance, and **motivated** to adopt automation for efficiency and patient safety.
A digital inventory system can bring **peace of mind**, **accuracy**, and **transparency** across hospital operations.