

Ideation Phase

Empathize & Discover

Date	NOVEMBER 06,2025
Team ID	NM2025TMID05285
Project Name	Medical inventory management
Maximum Marks	4 Marks

Empathy Map Canvas:

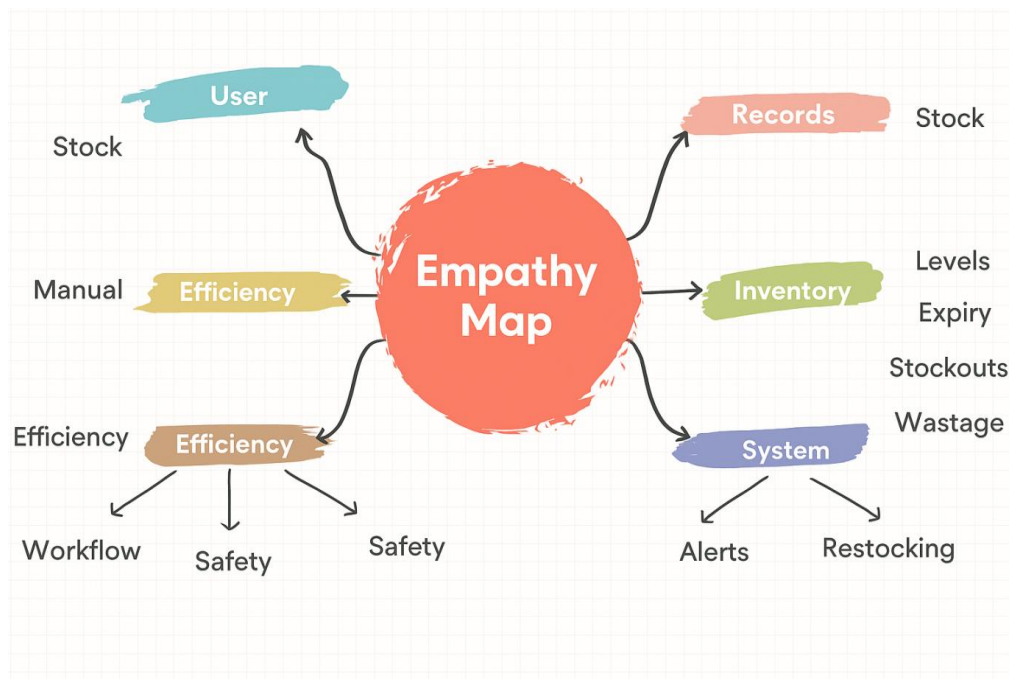
Empathize & Discover Phase

In this phase, the team observes how hospital staff, pharmacists, and inventory managers handle daily stock management tasks. They notice that many users struggle with **manual tracking, inaccurate records, and unexpected stockouts**. Staff members express frustration when essential medicines or equipment are unavailable, especially during emergencies.

Through interviews with pharmacists, nurses, and procurement officers, the team discovers that **lack of real-time visibility** and **delayed updates** often lead to wasted time, expired medicines, and disrupted patient care. Users also face difficulty identifying which items are low in stock or nearing expiry due to limited system notifications.

Gathering these insights reveals how these challenges directly affect **workflow efficiency, patient safety, and operational costs**. Understanding the users' daily struggles highlights the need for an **automated, alert-driven inventory system** that provides real-time tracking, expiry notifications, and smart restocking suggestions.

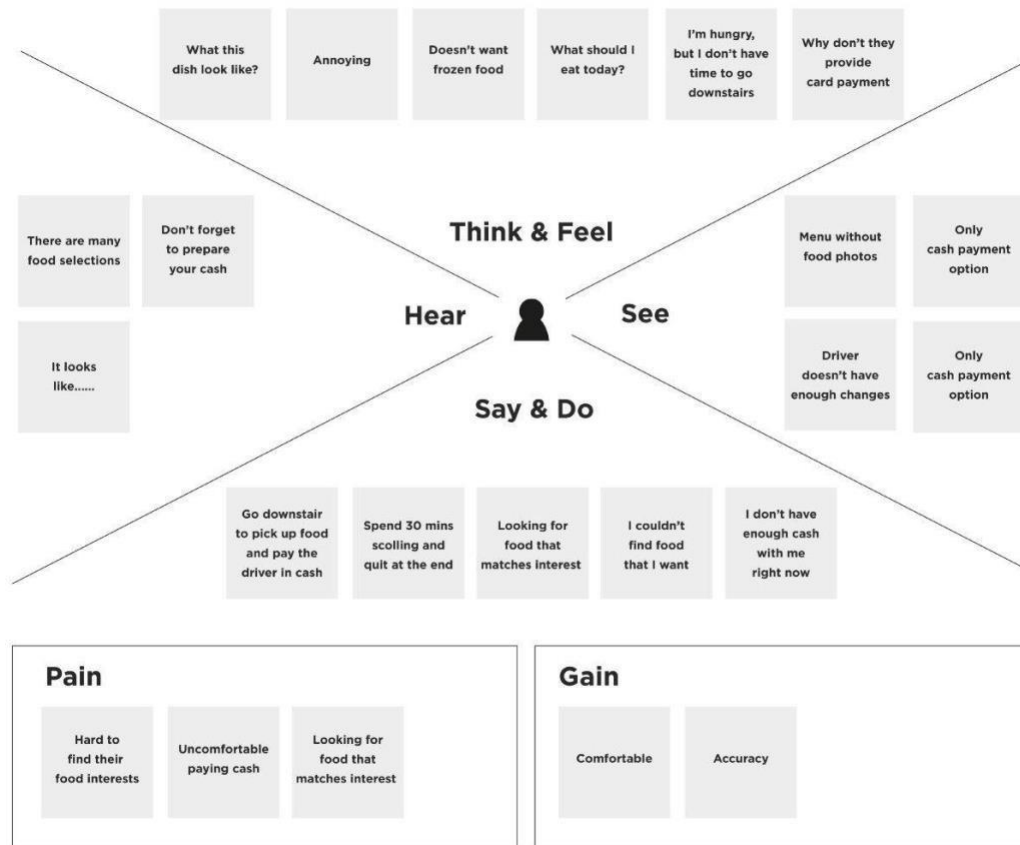
Example:



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

The empathy map helped us understand user challenges when deleting assigned users. It shows their pain, actions, and needs for better control and alerts. This guided us to design a safer system that prevents accidental deletion.

Example: Food Ordering & Delivery Application



By deeply understanding the users through empathy mapping, we identified the critical risks and frustrations associated with the accidental deletion of users assigned to incidents. These insights revealed pain points such as lack of real-time alerts, unclear user-assignment visibility, and absence of system safeguards. As a result, we designed a more intelligent and secure system in ServiceNow that integrates validation checks, confirmation prompts, and real-time assignment tracking. This ensures that no user tied to an active incident can be deleted unintentionally, thereby improving accountability, boosting system reliability, and enhancing user confidence in incident management processes.