Medical Inventory Management

Ideation Phase

Empathize & Discover

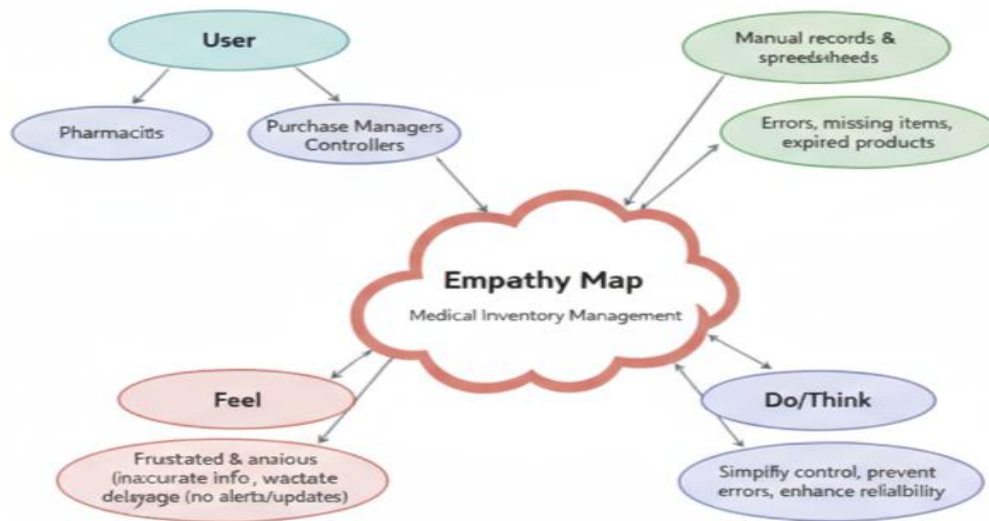| Date	1 NOV 25
Team ID	NM2025TMID04716
Project Name	Medical Inventory Management System

Empathy Map Canvas:

In the Empathize & Discover phase, the team studied how pharmacists, purchase managers, and inventory controllers manage medical supplies in hospitals and pharmacies. They observed that most staff rely on manual records and spreadsheets, which often cause errors in stock tracking, missing items, and expired products.

Through interviews and workflow observations, the team discovered that users often feel frustrated and anxious when they cannot find accurate stock information or face delays in ordering supplies. They also realized that the absence of automated alerts and real-time updates leads to poor decision-making and wastage of medical resources.

Understanding these challenges helped the team recognize the critical need for automation, accuracy, and transparency in the inventory process. By empathizing with the users' daily struggles, the team identified opportunities to build a system that would simplify inventory control, prevent stock errors, and enhance operational reliability.

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Example: Medical Inventory Workflow Application

By deeply empathizing with healthcare professionals, we identified major pain points such as:

- Manual errors in tracking medicine quantities

- Lack of expiry date alerts

- Time-consuming supplier coordination

- Difficulty in generating accurate reports

These insights helped us design a smart Salesforce application with automated alerts, real-time dashboards, and validation rules that ensure accurate data entry. As a result, the Medical Inventory Management System improves efficiency, reduces human error, and enhances decision-making for healthcare organizations.

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Example:

The empathy map helped us understand how pharmacists and managers experience difficulties in maintaining accurate inventory records. It captures their **pain points**, **goals**, and **behaviors** revealing the need for real-time alerts, automated purchase tracking, and improved visibility.

This guided us to design a **Salesforce-based solution** that automatically tracks stock levels, monitors expiry dates, and generates timely alerts. By deeply understanding user needs, the system now ensures:

- No expired or missing stock goes unnoticed,

- All supplier and purchase data remains updated, and

- Every user can trust the accuracy of the information displayed.