Ideation Phase

Empathy Map Canvas

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Team ID	NM2025TMID06114
Project Name	Medical Inventory Management

1. Introduction

An Empathy Map reveals how users interact with the Medical Inventory Management System (MIMS), highlighting their experiences, frustrations, and motivations. It enables the design of solutions that truly align with user expectations and real-world demands.

Purpose:
Determine users' expressions, thoughts, actions, and emotions.

Uncover their pain points and driving factors.

Shape the system to match their needs and intentions.
Users of MIMS:

Inventory Managers

Procurement Staff

Warehouse Supervisors

Administrative Staff

2. Detailed User Personas

Persona 1: Inventory Manager – Ram

Role: Monitors stock, updates records, generates reports.

Goals: Maintain accurate inventory, prevent stockouts, ensure compliance.

Frustrations: Manual entry errors, delayed reports, expired stock.

Daily Tasks: Physical stock checks, spreadsheets, communicating with procurement and suppliers.

Persona 2: Procurement Staff –gandhi

Role: Orders products from suppliers.

Goals: Timely procurement, efficient supplier selection, cost optimization.

Frustrations: Supplier delays, manual PO creation, lack of visibility into inventory.

Daily Tasks: Calls suppliers, sends emails, updates order status, reviews stock requests.

3. Empathy Map Table

Category	Inventory Manager	Procurement Staff	Warehouse Supervisor	Admin Staff
Says	"We need real-time stock updates."	"Which supplier is most reliable?"	"Expired products must be flagged immediately."	"Reports should be ready without delays."
Thinks	"Manual tracking is error-prone."	"I need a faster way to process orders."	"Stock counts take too long."	"I'm spending too much time compiling reports."
Does	Updates spreadsheets, checks stock manually	Calls suppliers, creates POs manually	Counts stock, checks expiry dates	Collects data, generates reports manually
Feels	Frustrated, stressed about errors	Stressed by supplier delays	Worried about compliance and expired items	Overwhelmed with manual reporting

Says
"I need real-time stock alerts to avoid shortages

"Why can't the system integrate with supplier databases"

Thinks
"Manual tracking is error-prone; the system should reduce mistakes

"I wish the interface was more intuitive for quick updates

Does
"Check inventory levels daily using the system dashboard

"Manually reconcile discrepancies between system and physical stock

Feels
"Anxious when stock is low; relieved when the system updates automatically

"Frustrated with frequent system glitches

4. Observations and Insights

1. **Need for Automation:** Manual processes are time-consuming and easily lead to mistakes.
2. **Live Data is Key:** Stock, inventory, and expiry details must refresh immediately.
3. **Timely Alerts Enhance Accuracy:** Warnings for low or expiring items help avoid errors.
4. **Reports Should Be Quick and Clear:** Users rely on simple dashboards and instant summaries for better choices.

Example Insights:
1. Inventory Managers waste 3–4 hours each day manually verifying stock levels.
2. Warehouse Supervisors overlook expiry updates due to irregular manual tracking.
3. Procurement Teams depend on memory or scattered emails, leading to ordering delays.

5. User Scenarios

Scenario 1: Low Stock Alert

The system detects low stock of a critical medicine.

Inventory Manager receives an automated alert on Salesforce dashboard.

System recommends a supplier with the fastest delivery and good reliability.

Purchase order is automatically created.

Scenario 2: Expiry Management

Warehouse Supervisor receives notification of near-expiry stock.

System generates a report of all items expiring within the next 30 days.

Manager schedules replacement or disposal, ensuring compliance and avoiding wastage.

Conclusion

The Empathy Map Canvas highlights the need for a unified, automated, and smart platform to handle medical inventory. The Salesforce-powered MIMS fulfills these requirements by delivering live data, intelligent alerts, interactive dashboards, and workflow automation—minimizing mistakes and enhancing productivity.

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