Ideation Phase

Empathize & Discover

Date	01 November 2025
Team ID	NM2025TMID07834
Project Name	Medical Inventory Management
Maximum Marks	2 Marks

Empathy Map Canvas

In the Empathize & Discover phase, the team identified how medical store staff, pharmacists, and inventory handlers manage medicines daily. They observed that stock updates are mostly manual, expiry is not checked regularly, and supplier details are often missed. These issues lead to frustration, loss of time, and medical waste. Interviews highlighted late reordering, mismatched quantities, and difficulty finding which medicine is expiring soon.

These insights helped the team understand that a simple automated tracking system inside Salesforce can reduce manual errors, improve stock visibility, and support better stock decisions.

Reference: https://www.mural.co/templates/empathy-map-canvas
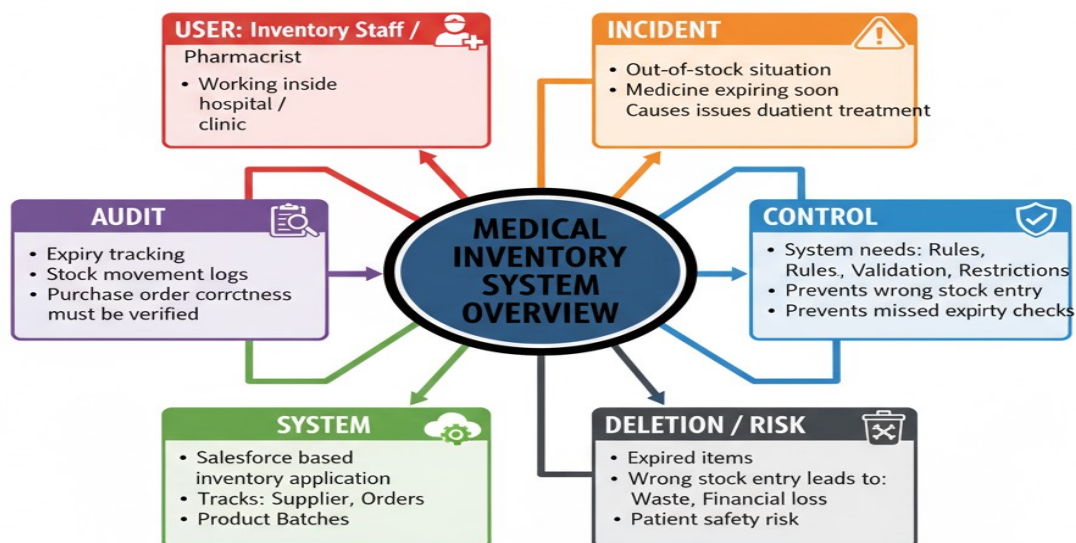
Example: Medical Inventory Management System

Explanation:

By deeply understanding the behaviour of store staff through empathy mapping, we identified the root challenges linked to medical inventory handling. These insights showed that expiry dates are not checked regularly, manual updates cause quantity mismatches, and supplier details are sometimes lost. This leads to medicine wastage, confusion during stock count, and delays in delivering required medicines.

These findings helped the team understand that an automated Salesforce-based inventory system is required to reduce manual effort and improve accuracy. Automated fields, expiry alerts, and structured purchase order tracking will provide more clarity, reduce errors, and support better decision making.