

IDEATION PHASE

EMPATHIZE & DISCOVER

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| DATE | 1NOVEMBER2025 |
| TEAMID | NM2025TMID05759 |
| PROJECTNAME | MEDICALINVENTORYMANAGEMENT |
| MAXIMUMMARKS | 4 MARKS |

Empathy Map Canvas:

In the Empathize & Discover phase, the team interacts with hospital administrators, pharmacists, and medical staff to understand how they manage inventory using existing manual or semi-digital systems.

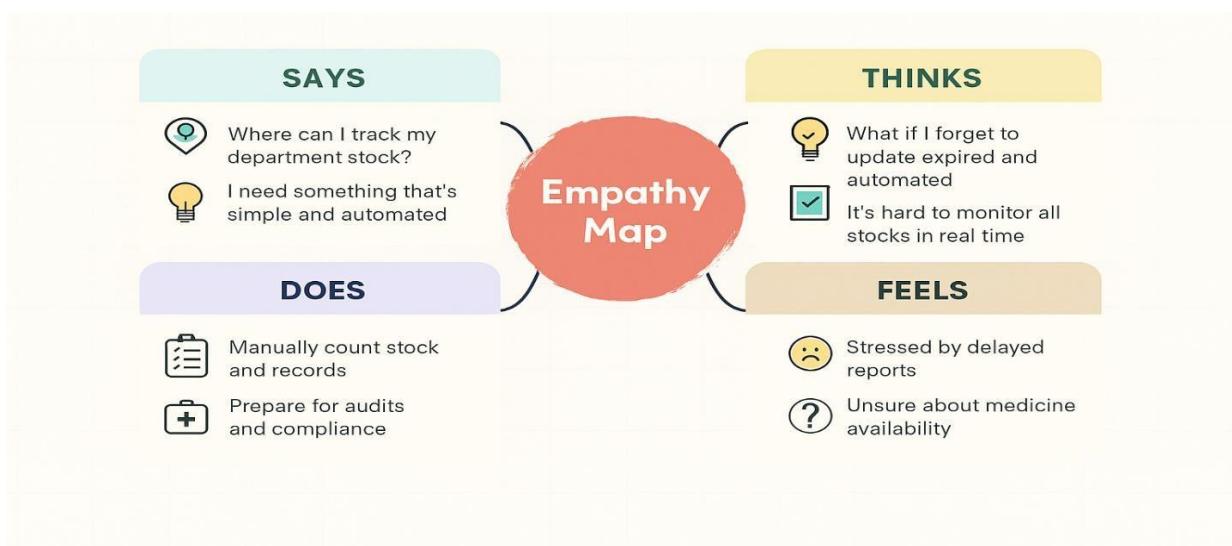
They discover that many users face challenges with real-time tracking, manual stock updates, and expired medicines going unnoticed. These issues often lead to treatment delays, financial losses, and compliance problems during audits.

By interviewing stakeholders, the team learns that medical professionals want a simple, reliable system that alerts them automatically when stock is low or near expiry. They also need centralized visibility of all departments' inventories to prevent shortages and wastage.

Gathering these insights helps the team understand the real frustrations of healthcare workers. It highlights the need for automation, smart alerts, and real-time dashboards to make medical inventory tracking seamless and efficient.

Understanding users' daily struggles provides a clear direction for developing a Salesforce-based solution that ensures timely replenishment, reduces human error, and improves patient care through better inventory control.

Example:



Example: Hospital Pharmacy Inventory System

By empathizing with pharmacists and administrators through empathy mapping, we identified the main pain points in medical inventory management — including delayed updates, forgotten expiry tracking, and poor coordination between departments.

These insights guided us to design a Salesforce-powered inventory solution with features such as:

- **Automated stock updates** linked to patient treatment records
- **Real-time alerts** for low or expiring medicines
- **Centralized dashboard** for department-wide visibility
- **Predictive analytics** for demand forecasting

This approach helps healthcare teams maintain accurate, compliant, and efficient inventory systems while reducing waste and ensuring medicine availability for patients at all times.