

# Ideation Phase

## Empathy Map Canvas

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<b>Team ID</b>	NM2025TMID05637
<b>Project Name</b>	Medical Inventory Management

### **1. Introduction**

An Empathy Map helps understand the users of the Medical Inventory Management System (MIMS), their behaviors, pain points, and goals. By visualizing these insights, we can design features that meet real user needs.

#### **Purpose:**

- Identify what users say, think, do, and feel.
- Understand frustrations and motivations.
- Align system design with user expectations.

#### **Users of MIMS:**

- Inventory Managers
- Procurement Staff
- Warehouse Supervisors
- Administrative Staff

### **2. Detailed User Personas**

#### Persona 1: Inventory Manager – Rajesh

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 – Anjali

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

<b>Says</b>	<b>Thinks</b>
<p>"I need real-time stock alerts to avoid shortages</p> <p>"Why can't the system integrate with supplier databases?"</p>	<p>"Manual tracking is error-prone; the system should reduce mistakes</p> <p>"I wish the interface was more intuitive for quick updates</p>
<b>Does</b>	<b>Feels</b>
<p>"Check inventory levels daily using the system dashboard</p> <p>"Manually reconcile discrepancies between system and physical stock</p>	<p>"Anxious when stock is low; relieved when the system updates automatically</p> <p>"Frustrated with frequent system glitches</p>

#### **4. Observations and Insights**

1. Users Need Automation: Manual tasks take too long and are error-prone.
2. Real-Time Data is Critical: Inventory, stock levels, and expiry information must be updated instantly.
3. Alerts and Notifications Improve Efficiency: Low stock and near-expiry notifications reduce human error.
4. Reporting Must Be Simple and Quick: Users need dashboards and automated reports for decision-making.

#### **Example Insights:**

1. Inventory Managers spend 3-4 hours daily checking stock manually.
2. Warehouse Supervisors miss expiry notifications because manual checks are inconsistent.
3. Procurement Staff rely on memory or emails, causing delays in ordering.

## 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.

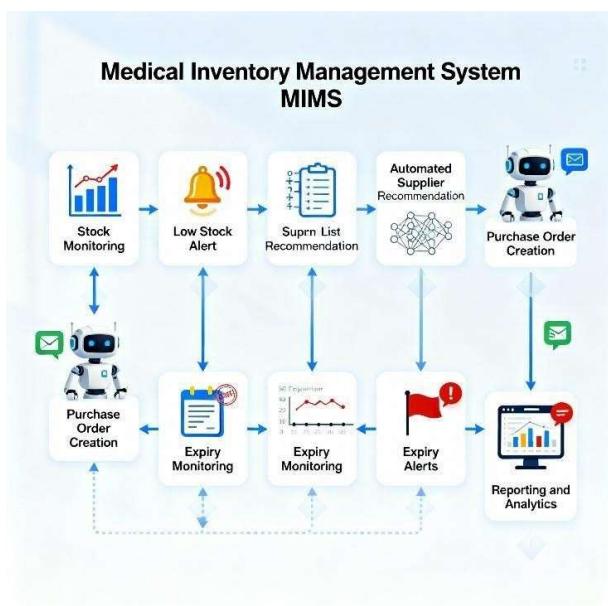
Purchase order is automatically created.

### **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 demonstrates that users require a centralized, automated, and intelligent system for managing medical inventory. Salesforce-based MIMS addresses these needs by providing real-time data, alerts, dashboards, and automation, reducing errors and improving efficiency.