

Ideation Phase

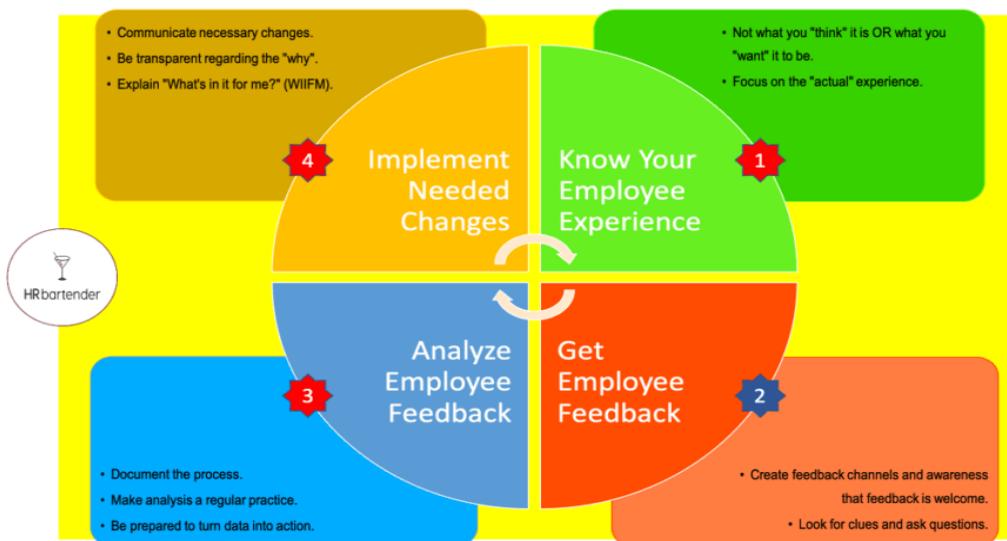
Empathize & Discover

Date	29 October 2025
Team ID	NM2025TMID04224
Project Name	Medical Inventory Management
Maximum Marks	4 Marks

Empathy Map Canvas:

In the Empathize & Discover phase, the team explored how pharmacists, hospital staff, and administrators currently manage medical inventory. Through observation and discussions, the team identified that manual stock tracking leads to frequent errors, delays, and difficulty identifying shortages or expired items.

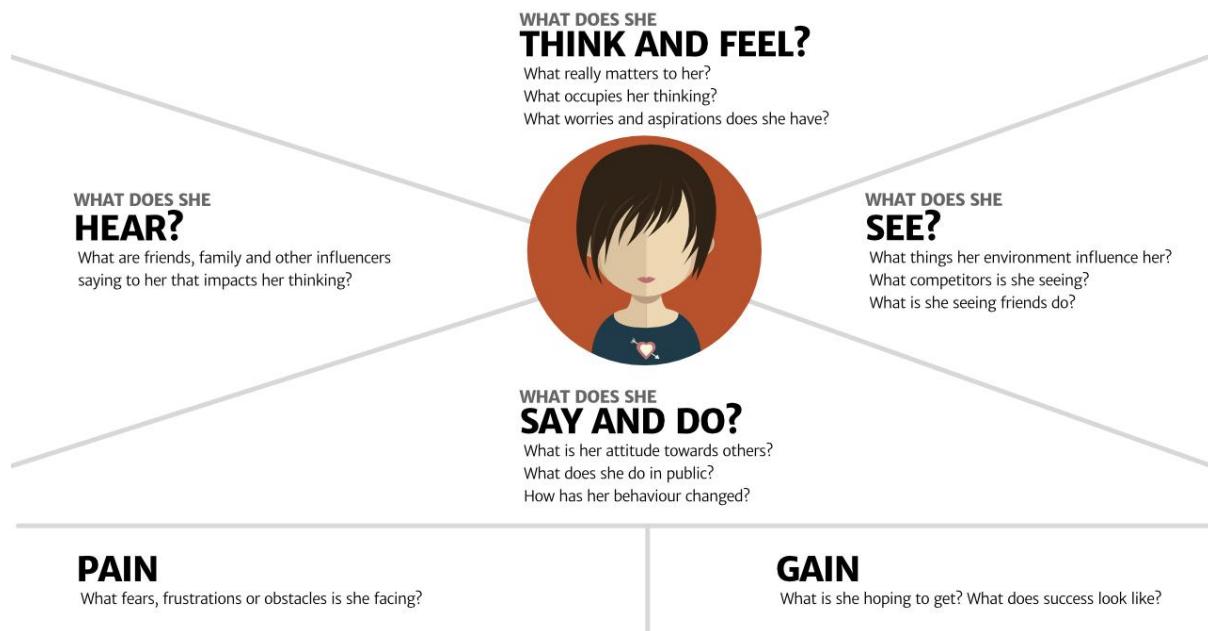
By interviewing hospital staff and inventory managers, the team discovered that they often face challenges in maintaining real-time data accuracy. Many users feel stressed when supplies run out unexpectedly or when they cannot track expiry dates efficiently. These insights highlight the need for automation, data visualization, and timely alerts to support efficient stock management.



Reference:

<https://www.mural.co/templates/empathy-map-canvas>

Example:



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The empathy map helped us understand how users—such as pharmacists, nurses, and administrators—struggle with manual inventory tracking. It reveals their frustrations, actions, and needs for an intuitive system that updates stock automatically and generates alerts for low inventory or near-expiry items.

By deeply understanding users through empathy mapping, we identified critical issues like lack of real-time visibility, difficulty managing reorders, and the absence of expiry alerts. These insights guided us to design a Salesforce-based Medical Inventory Management System that integrates real-time dashboards, automated alerts, and supplier coordination.