

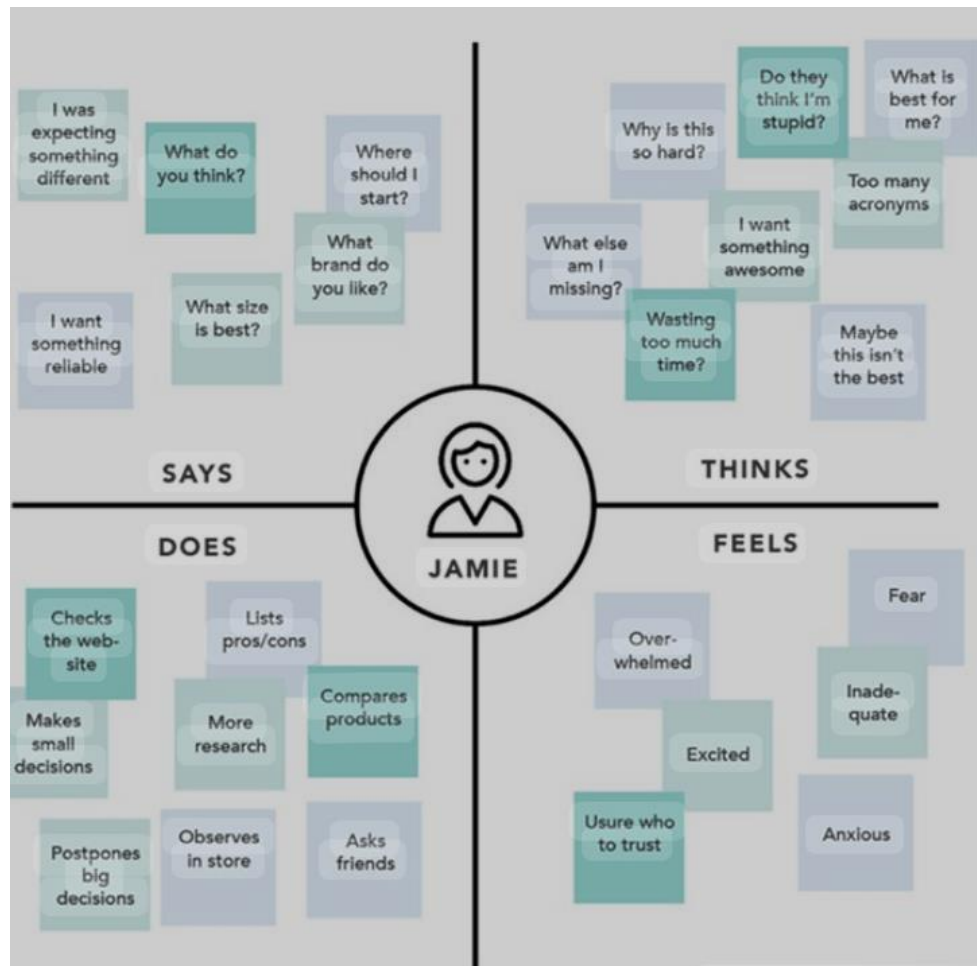
Lease Management

Date	03 November 2025
Team ID	NM2025TMID01369
Project Name	Lease Management
Maximum Marks	4 Marks

Empathy Map Canvas:

In lease management, empathy maps help uncover the perspectives of both landlords and tenants to improve communication, transparency, and efficiency. For landlords or property managers, the main concerns revolve around tracking lease expirations, managing rent collection, and ensuring compliance with legal and financial requirements. They often feel frustrated by manual documentation or missed deadlines but are motivated by the desire for automated systems that provide visibility, reduce risk, and enhance tenant satisfaction. Their focus is on maintaining occupancy, minimizing disputes, and optimizing property performance through better data and communication tools.

Example:

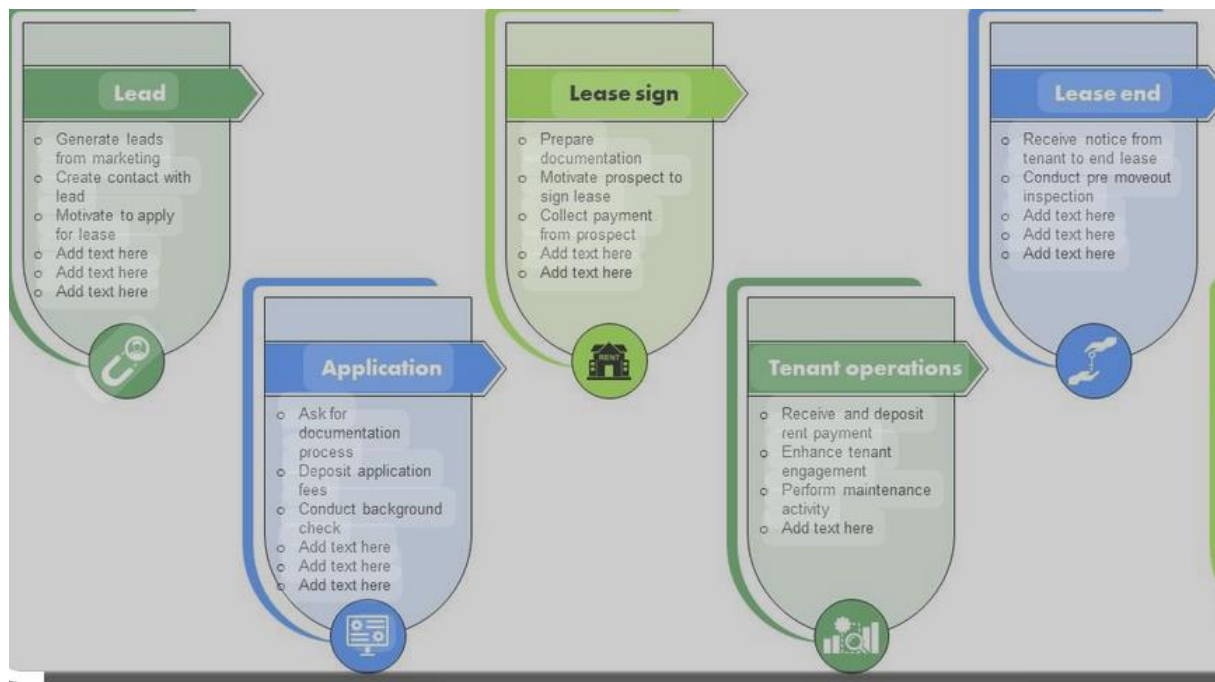


Reference: <https://www.nngroup.com/articles/empathy-mapping/>

For tenants, empathy mapping reveals a need for clarity, convenience,

and responsiveness. Tenants want simple, transparent lease terms, quick resolution of maintenance issues, and digital access to their rental information. They often feel anxious about hidden charges, delayed repairs, or complex renewal processes. When communication is clear and systems are user-friendly, tenants feel valued and are more likely to renew their leases. By understanding these emotional and practical needs, lease management systems can be designed to foster trust, efficiency, and long-term relationships between landlords and tenants.

Example: Lease Management



By deeply understanding stakeholders through empathy mapping, we uncovered key pain points and risks within the lease management process. These included missed renewal deadlines, lack of transparency in lease terms, manual data tracking, and inefficient communication between landlords and tenants. Insights from these frustrations guided the design of a smarter and more user-centric lease management system in ServiceNow. The enhanced solution integrates automated reminders, centralized document access, and real-time lease tracking, ensuring critical dates and obligations are never overlooked. This not only improves operational efficiency and compliance but also strengthens trust, accountability, and overall satisfaction for both property managers and tenants.