

EMPATHY MAP CANVAS

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Team ID	NM2025TMID02431
Project Name	Lease Management System
Maximum Marks	4 Marks

Empathy Map Canvas

The Empathy Map Canvas was an essential tool used to gain deep insight into the primary users of the leasing process: **tenants** and **property administrators**. For tenants, the existing system was perceived as a **confusing, time-consuming manual workflow** where they frequently heard conflicting or delayed updates regarding payments and lease terms. This resulted in feelings of **anxiety and concern** over accuracy and transparency, pushing them to constantly contact administrators for clarification, highlighting a critical pain point around poor communication and manual errors.

For the property administrators, the experience was marked by **inefficiency and high-volume, repetitive data-entry work**. They constantly heard a stream of reactive inquiries from tenants, leading them to feel **stressed and overworked** by the manual tracking required to maintain records. Their core pain was the significant time loss and operational drag caused by the lack of automation, which diverted their efforts from more strategic tasks to simple verification and reconciliation.

From the **administrator's perspective**, they see repetitive data-entry work and hear frequent tenant inquiries about payments and lease details. They feel overworked due to manual tracking and lack of automation. Their **pain points** include inefficiency and time loss, while their **gains** are improved workflow, automation, and accurate data management.

This empathy mapping helped shape the **Salesforce-based Lease Management System** to prioritize **automation, transparency, and real-time communication**, ensuring a smoother experience for both tenants and administrators. Ultimately, the empathy mapping informed the project's mandate to build a **unified, automated, and communication-centric Lease Management System**. The system's design priorities were shifted to address the documented friction points, specifically by ensuring **real-time transparency** for tenants and providing comprehensive **workflow automation** for administrators, thereby guaranteeing a smoother, more efficient experience for everyone involved.

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