

IdeationPhase

Empathize&Discover

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TeamID	NM2025TMID08819
ProjectName	LEASEMANAGEMENT
MaximumMarks	4Marks

Inthe EmpathizeandDiscoverphase,theteamstudiedhowpropertyowners,tenants,andproperty managers handle lease agreements, rent tracking, and communication. They learned that many stakeholders face challenges in tracking lease renewals, managing payments, and maintaining transparent communication between all parties.

Byinteracting with landlords, tenants, and real estate agents, the team identified that the lack of a centralized digital system leads to confusion, delayed rent collections, and missed lease renewals. Landlordsoftenlosetrackofimportantdatesanddocuments,whiletenantsexperienceddifficulties receiving timely updates or maintenance responses.

Through these insights, the team understood the importance of creating a Salesforce-based Lease ManagementSystemthatconnectsallpartiesseamlessly.Thisunderstandinghelpsindesigninga solution that ensures efficient, transparent, and real-time property lease management.

Example:SalesforceLeaseManagementApplication

By deeply understanding users through empathy mapping, the team identified the critical issues in managingleases—suchasmanualtracking,communicationgaps,andpaymentdelays.Theseinsights showed that all stakeholders desire a simpler, more transparent, and automated way to manage lease operations.

As a result, the team designed a Salesforce-based solution that includes automated alerts, workflow-drivenprocesses,andinteractivedashboards.Thisenablespropertyownersandtenantstoseamlessly manage lease agreements, ensure timelypayments, and maintain strong, transparent relationships — all through one unified platform.