

IdeationPhase

Brainstorm&IdeaPrioritizationTemplate

Date	02November 2025
TeamID	NM2025TMID08819
ProjectName	LEASEMANAGEMENT
MaximumMarks	4 Marks

ProjectOverview:LeaseManagementSysteminSalesforce

This project focuses on developing a centralized Lease Management System using Salesforce to streamline the handling of property leases between landlords and tenants. The main objective is to automate lease tracking, rent payments, and renewal reminders, minimizing manual errors and improving efficiency. The system aims to connect property owners, tenants, and property managers through a unified digital platform. Landlords can register property and leased details, tenants can track rent due dates, and property managers can monitor maintenance requests and financial records. This process ensures organized record-keeping, timely communication, and secure digital documentation. The workflow includes lease registration, rent scheduling, renewal alerts, and issue management. Automation tools like Salesforce Flows and Dashboards enhance accuracy and visibility. The project promotes digital transformation in real estate, improving transparency and efficiency across all stakeholders.

Step1:TeamGathering,Collaboration, andProblemSelection

The team collaboratively discussed several operational challenges faced in property and lease management. Through brainstorming and research sessions, the team identified manual tracking of leases, missed rent renewals, and inefficient communication as key pain points. Therefore, the selected problem statement is:

“To develop a Salesforce-based Lease Management System that simplifies and automates property lease operations.”

The complete lease management process



Step2:Brainstorm,IdeaListing,andGrouping

Brainstorm:

Teammemberssharedideasonhowtoautomateandmanagelease-related activitiesefficientlywhile maintaining data security and user accessibility.

Idea Listing:

- Automatelease renewalremindersandpaymentnotifications.
- Providedashboardsforlandlordsandtenants.
- Enablesecuredigitalstorageforlease agreements.
- Integrate maintenancetrackingandservice requests.
- Includeanalyticsforrenttrendsandoccupancyrates.
- AutomatecommunicationthroughSalesforceworkflowsandemailalerts.

Grouping:

Ideaswere groupedintothreecategories:

1. LeaseandTenant Management
2. Payment&Renewal Automation
3. Maintenance&Reporting

Action Planning:

Each category was assigned to team members for detailed analysis and Salesforce implementation. Responsibilities included UI design in Salesforce Lightning, Flow automation setup, and testing with realestatedata. Visualprocessdiagramswillbeusedtodefinesystemworkflowsanduserinteractions.

List Of Ideas For Effective Brainstorming Process



Step3:IdeaPrioritization

IdeaPrioritization:

The prioritized idea is to build a Salesforce-based Lease Management System that connects landlords, tenants, and property managers in real time.

By focusing first on lease tracking and automated notifications, the system ensures immediate operational improvement. The project is divided into phases—lease registration, rent automation, and maintenance workflow integration.

Prioritizing automation, security, and scalability allows the team to focus on the most impactful and sustainable solution.

Visual flowcharts and Salesforce dashboards will illustrate data flow from lease creation to payment, ensuring clear planning and implementation.

