

Ideation Phase

Empathize & Discover

DATE	1.11.2025
TEAM ID	NM2025TMID03296
PROJECT NAME	Lease Management
MAXIMUM MARKS	4 Marks

Empathy Map Canvas:

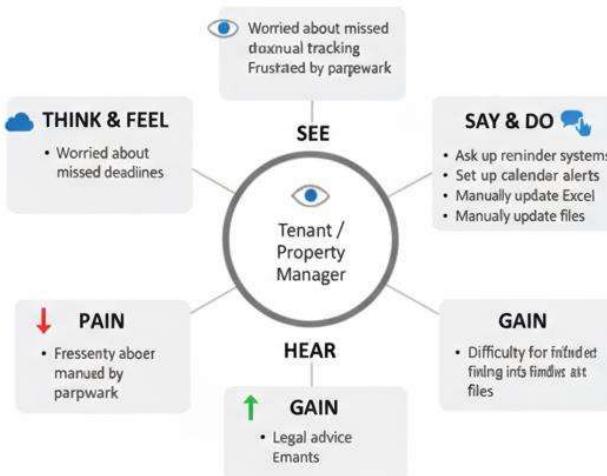
In the Empathize & Discover phase, the team observes how tenants, property owners, and managers currently manage lease agreements. They discover that many users struggle because lease expiry dates, rent due reminders, and renewal timelines are not tracked properly. Most users maintain data manually in Excel sheets or paper files, which leads to confusion and delays.

Interviews and observations show that users feel stressed when they forget renewal dates, face penalty charges, or miss rent payment cycles. They also struggle to find previous documents and payment history when needed. Overall, this manual process causes financial losses, conflicts, and lack of trust between both parties.

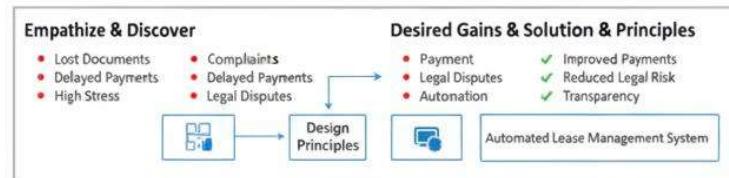
Gathering these insights helps the team understand the real pain in lease lifecycle management. It becomes clear that automated reminders, digital document storage, and transparent payment dashboards are required. These discoveries will guide the team to design a lease management system that is automated, accurate, and user-friendly.

Example:

Empathy Map: Lease Management Application



Empathy-Driven Design: Lease Management System



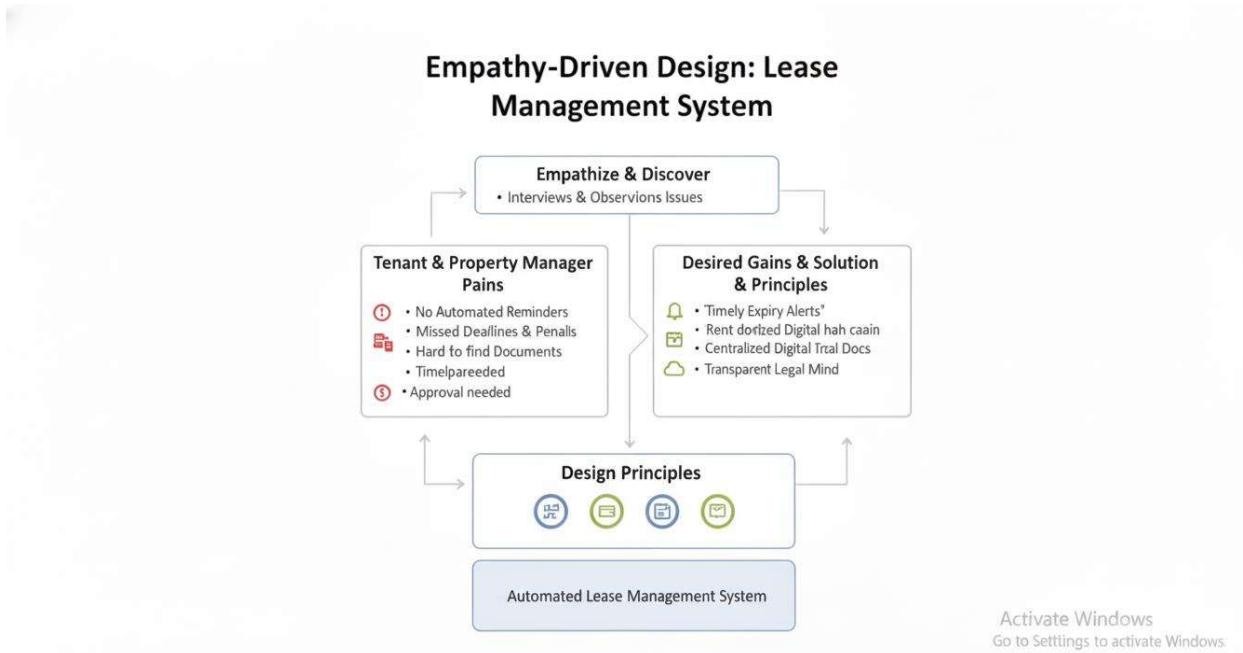
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Reference:

<https://www.mural.co/templates/empathy-map-canvas>
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The empathy map helped us understand the challenges tenants and property managers face in tracking lease renewals, payments, and documentation. It shows their pain points, their routine actions, and their expectations for better automation and visibility. This guided us to design a smarter lease management solution that sends timely alerts, centralizes lease documents, and provides real-time status tracking.

Example: Lease Management Application



By deeply understanding the users through empathy mapping, we identified the major risks and frustrations associated with manual tracking of lease agreements. These insights revealed pain points such as lack of automatic reminders, missing rental history visibility, and difficulty finding contract copies when required. As a result, we designed an automated lease management system that integrates renewal reminder notifications, payment dashboards, and secure digital document storage.

This ensures that both tenant and property owners can manage lease processes efficiently, reduces disputes, and increases transparency & trust in rental operations.