Empathize & Discover

In this milestone, you are expected to work on the Empathy Map, referring to the standard template available om mural.

Empathy Map Template:

Who are we empathizing with?

Property Managers

Tenants

Property Owners

What do they need to do?

Property Managers: Efficiently manage property listings, leases, and maintenance tasks.

Tenants: Easily communicate with property managers, make rental payments, and request maintenance.

Property Owners: Monitor property performance, track financials, and ensure tenant satisfaction.

What do they see?

Property Managers: Multiple properties with various maintenance and lease requirements.

Tenants: Property listings, lease agreements, and communication channels with property managers.

Property Owners: Financial reports, occupancy rates, and property maintenance updates.

What do they say and do?

Property Managers: "I need to streamline maintenance requests and lease renewals."

Tenants: "I want an easy way to communicate maintenance issues and make rent payments."

Property Owners: "I want to track property performance and ensure tenant satisfaction."

What do they hear?

Property Managers: Tenant complaints, maintenance requests, and lease renewal inquiries.

Tenants: Property managers' instructions, rent payment reminders, and maintenance updates.

Property Owners: Reports on property occupancy, rental income, and tenant feedback.

What do they think and feel?

Property Managers: Overwhelmed with manual paperwork, concerned about tenant satisfaction.

Tenants: Want a hassle-free rental experience, seek responsive property management.

Property Owners: Strive for profitable property investments, desire efficient property management.