Brainstorming & Ideation
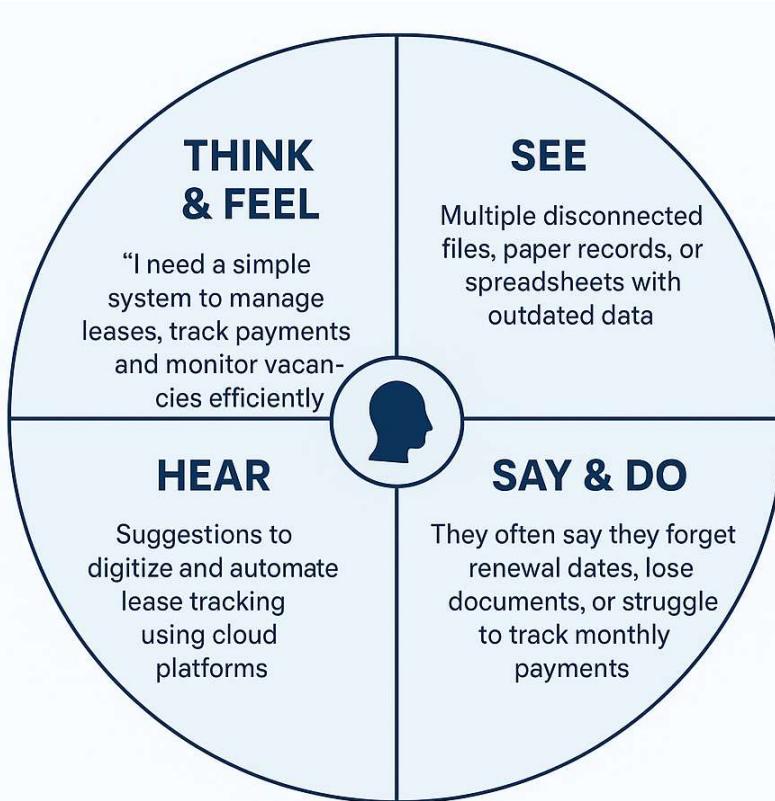
Empathy Map

Date	02 November 2025
Team ID	NM2025TMID04536
Project Name	Lease Management
Maximum Marks	4 Marks

Empathy Map

Aspect	Description
WHO (Users)	Property owners, tenants, and lease managers who handle multiple properties, rental agreements, and financial transactions.
THINK & FEEL	They constantly worry about missing lease renewals, rent payments, or compliance dates. They feel frustrated with manual data entry and repetitive tracking. They value accuracy, security, and time efficiency. They want a reliable system that reduces their workload and gives them peace of mind through automated updates and reminders.
SEE	They observe cluttered folders, scattered Excel sheets, email threads for approvals, and paper files stacked up. They notice inconsistency across departments — one using a spreadsheet, another using a file cabinet. They also see their peers adopting modern solutions like Salesforce, sparking curiosity and mild pressure to upgrade.
SAY & DO	They frequently express, "I wish there was a single place for all lease details," or "It's hard to find the latest version of the document." They often create manual logs, email reminders, or maintain color-coded spreadsheets. Some even delay renewals because of confusion or lack of visibility into upcoming deadlines.
HEAR	They hear from colleagues, consultants, or IT teams about cloud transformation, digital dashboards, and automated approval workflows. They might hear success stories of other organizations saving time and reducing human error through Salesforce solutions.

PAIN POINTS	- Missing important lease dates and payment deadlines. - Time wasted in manual data entry and document searches. - Inconsistent or outdated records across multiple files. - Difficulty obtaining approval from management quickly. - Data security concerns with local file storage. - Limited visibility into lease performance and financial summaries.
GAINS	- A centralized, cloud-based Salesforce solution with an intuitive dashboard. - Automated notifications for renewals and payments. - Digitized records ensuring easy retrieval and version control. - Approval workflows that reduce turnaround time. - Enhanced data security through cloud encryption and access controls.

THINK & FEEL

"I need a simple system to manage leases, track payments and monitor vacancies efficiently

SEE

Multiple disconnected files, paper records, or spreadsheets with outdated data

HEAR

Suggestions to digitize and automate lease tracking using cloud platforms

SAY & DO

They often say they forget renewal dates, lose documents, or struggle to track monthly payments

PAIN POINTS

- Missed rent deadlines
- Misplaced documents
- Manual approval delays
- Data errors

GAINS

- A centralized cloud-based Saleeforce application that provides reminders, reports, approval automation
- Secure storage of all lease data