

Brainstorming & Ideation

Brainstorming

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

Brainstorming.

Step 1: Team Gathering, Collaboration, and Problem Identification

The brainstorming phase began with a collaborative session where the team discussed the challenges faced in managing lease agreements manually. The main objective was to create a **Salesforce-based Lease Management System** that automates the tracking of tenants, properties, lease periods, and payments.

Each team member contributed ideas based on pain points commonly observed in real-world property management — such as missed rent payments, lack of centralized data, and inefficient approval handling.

Problem Statement Identified:

“To design and develop a Lease Management System on Salesforce that automates lease record management, tenant communication, and approval workflows while ensuring data accuracy and timely notifications.”

Step 2: Brainstorming, Idea Listing, and Grouping

During the brainstorming session, ideas were shared openly using online collaboration tools. The team focused on both **technical** and **functional** perspectives.

Brainstorming Topics Included:

- How to automate monthly rent reminders using Salesforce Flows.
- Designing an approval process for tenant lease renewal or vacancy checks.

- Implementing Apex triggers to prevent multiple tenants being assigned to the same property.
- Storing property and tenant details in custom Salesforce objects.
- Sending automated emails for payments, approvals, and lease expirations.

Idea Listing:

All proposed ideas were recorded and grouped under four key categories:

1. **Data Management Ideas** – Custom objects, relationships, and validation rules.
2. **Automation Ideas** – Apex triggers, flows, and scheduled classes.
3. **Communication Ideas** – Email templates and alerts for tenants.
4. **Approval and Control Ideas** – Approval process for lease and vacancy verification.

Grouping & Action Planning:

The most feasible and impactful ideas were selected for execution. Each idea was assigned to a development milestone, with clear ownership and deadlines.

LEASING PROCESS	PROPERTY MANAGEMENT	RENT COLLECTION	REPORTING & ANALYSIS	GENERAL
Track lease agreements	Maintenance schedule	Automated reminders	Lease agreements	User-friendly interface
Tenant screening	Manage maintenance requests	Online payment	Property documents	Role-based access
Renewal reminders	Property inspections	Late fee calculation	Tenant applications	Customization

Team brainstorming session for idea generation

Step 3: Idea Prioritization

Once all ideas were documented, the team prioritized them based on **impact**, **feasibility**, and **alignment with the project goals**.

The top priority was given to automating communication and ensuring data integrity through relationships and validation rules.

Prioritized Implementation Flow:

1. Create Custom Objects → Property, Tenant, Lease, Payment
2. Configure Fields and Relationships
3. Implement Validation Rules (e.g., End Date > Start Date)
4. Build Email Templates for Communication
5. Design Approval Process for Vacant Property Checks
6. Develop Apex Triggers and Flows for Automation
7. Schedule Apex Class for Monthly Payment Reminders

This prioritization ensured that the project progressed logically — starting from database structure and moving toward automation and integration.

The brainstorming phase allowed the team to explore multiple ideas, analyze their feasibility, and define a clear development strategy. By following a structured brainstorming and prioritization process, the project team ensured that every functional component of the Lease Management System from property tracking to automated approvals was strategically planned and effectively implemented.