

## Brainstorming & Ideation

### Define Problem Statements

Date	02 November 2025
Team ID	NM2025TMID04536
Project Name	Lease Management
Maximum Marks	2 Marks

### Customer Problem Statements

Managing lease agreements manually can be a complex and time-consuming process for both property owners and tenants. Many organizations still rely on spreadsheets or paper-based systems to track property details, tenant information, lease periods, and payment schedules. This manual approach often leads to data inconsistency, missed deadlines, and difficulty in accessing vital records.

The Lease Management System aims to overcome these challenges by developing a centralized Salesforce-based solution that automates and streamlines the entire leasing process. Using Salesforce allows seamless integration of data, efficient record-keeping, timely communication, and enhanced visibility into all lease-related activities.

#### Key Problems Identified:

#### Problem Statement 1

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A Property Manager	Monitor upcoming lease renewals and payment due dates	I constantly miss critical deadlines and renewal opportunities	the current manual system lacks automated reminders and a centralized view of all lease expiry dates.	Anxious, as missed deadlines lead to revenue loss and compliance risk.

### **Full Problem Statement PS 1:**

As a Property Manager, I am trying to monitor upcoming lease renewals and payment due dates across all properties, but I constantly miss critical deadlines and renewal opportunities because the current manual system (spreadsheets/paper) lacks automated reminders and a centralized view of all lease expiry dates. This limitation makes me feel anxious and frustrated, as missed deadlines lead to revenue loss and compliance risk. I need a better way to ensure timely action on all lease events.

### **Problem Statement 2**

<b>Problem Statement (PS)</b>	<b>I am (Customer)</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
PS-2	An Auditor or Organization Executive	Access accurate, up-to-date lease financial records for compliance and reporting	The data is often inconsistent and incomplete	tenant payment history, lease modifications, and property details are scattered across multiple non-integrated systems and physical files.	Worried and inefficient, as gathering information for audits is time-consuming and risks non-compliance.

### **Full Problem Statement PS 2:**

As an Auditor or Organization Executive, I am trying to access accurate, up-to-date lease financial records for compliance and reporting. However, the data is often inconsistent and incomplete because tenant payment history, lease modifications, and property details are scattered across multiple non-integrated systems and physical files. This causes me to feel worried and inefficient, as gathering information for audits is time-consuming and risks non-compliance. I need a single, reliable source of truth for all lease documentation and transaction history.

**Objective:**

To design and develop a Salesforce-based Lease Management System that manages property, tenant, lease, and payment information efficiently, automates notifications, and supports approval workflows for smoother operations.