1. Ideation Phase: In the ideation phase, you need to define the high-level goals and objectives of your property management application using Salesforce. This phase includes brainstorming, research, and understanding the key aspects of the project.

a. Define Objectives:

- Determine the primary objectives of the property management application. What problems will it solve, and what goals do you want to achieve with it?
- Identify key stakeholders, such as property owners, property managers, and tenants, and consider their needs and pain points.

b. Market Research:

- Research the competitive landscape to understand what existing property management applications offer.
- Identify gaps or areas where your application can provide a unique value proposition.

c. Salesforce Integration:

- Decide how Salesforce will be used in the application. Will you use Salesforce as the backend, frontend, or both?
- Explore the capabilities of Salesforce and how they can be leveraged for property management.

2. Empathize Phase: In this phase, you need to empathize with your potential users and understand their needs, preferences, and pain points related to property management.

a. User Personas:

- Create user personas that represent the different roles involved, such as property owners, property managers, and tenants.
- Define the demographics, behaviors, and motivations of these personas.

b. User Interviews and Surveys:

- Conduct interviews or surveys with potential users to understand their current workflows and challenges.
- Gather feedback on their expectations from a property management application.

c. Journey Mapping:

- Create user journey maps to visualize the user's interactions with the application.
- Identify touchpoints and opportunities for improvement.

3. Discover Phase: The discover phase involves defining the specific features and functionalities of the property management application using Salesforce.

a. Feature Prioritization:

- List all the potential features and functionalities based on user feedback and market research.
- Prioritize features according to their importance and feasibility.

b. System Architecture:

- Define the technical architecture of the application, including data models, integration with Salesforce, and security considerations.

c. Wireframing and Prototyping:

- Create wireframes and prototypes of the application's user interface to visualize the user experience.
- Gather feedback on the design and usability from potential users.

d. MVP (Minimum Viable Product):

- Determine the core features and functionalities that will be included in the initial MVP.
- Define the scope of the MVP to keep the project manageable and to launch a functional version as quickly as possible.

e. Project Plan:

- Create a project plan that outlines the timeline, resources, and responsibilities for the development of the property management application.

By going through these phases, you'll have a well-defined and user-centric plan for creating a property management application using Salesforce. This approach will help ensure that your application meets the needs of your target users and has a higher chance of success in the market.