

Creating a property management application using Salesforce is a great idea, as it can help streamline property management processes, enhance customer relations, and improve overall efficiency. Here's a structured ideation phase with some brainstormed ideas and a prioritization framework:

### 1. Define the Project Scope:

- Start by defining the primary objectives of your property management application, such as property listing, tenant management, maintenance tracking, and financial management.
- Decide if this application will serve residential, commercial, or both types of properties.

### 2. User Personas:

- Identify the key user personas, including property managers, landlords, tenants, maintenance staff, and potential buyers/renters.
- Understand their specific needs and pain points.

### 3. Ideation and Brainstorming:

a. **Property Listing and Management:** - Create a user-friendly property listing interface with filters, maps, and high-quality images. - Implement features for tracking property details, such as square footage, amenities, and property history. - Enable landlords to easily update property information, including pricing and availability.

b. **Tenant Management:** - Build a tenant database for storing tenant information, lease agreements, and payment history. - Automate rent collection and late payment reminders. - Implement a tenant portal for communication and issue reporting.

c. **Maintenance and Service Requests:** - Develop a system for tenants to submit maintenance requests with accompanying photos. - Assign and track maintenance tasks, prioritize them based on urgency. - Integrate with service providers and schedule appointments.

d. **Financial Management:** - Include features for tracking income and expenses for each property. - Generate financial reports and statements for property owners. - Set up alerts for upcoming payments and expenses.

e. **Communication and Notifications:** - Create a messaging system for communication between property managers, landlords, and tenants. - Send

automated notifications for lease renewals, maintenance updates, and payment reminders. - Implement a chatbot for quick responses to common inquiries.

f. **Document Management:** - Allow for the storage and retrieval of important documents like lease agreements, inspection reports, and maintenance records.

g. **Analytics and Reporting:** - Develop dashboards and reports for property performance, occupancy rates, and financial insights. - Implement predictive analytics to help property managers make informed decisions.

#### 4. Prioritization:

- Prioritize ideas based on user impact, feasibility, and business value.
- Conduct surveys or interviews with potential users to gather their input.
- Consider a Minimum Viable Product (MVP) approach to launch essential features first and gather feedback for further development.

#### 5. Technology Stack:

- Identify the technology stack required for your Salesforce-based application. This might include APEX for custom development, Lightning components, and various integrations.

#### 6. Compliance and Security:

- Ensure your application complies with data protection regulations (e.g., GDPR) and maintains robust security standards.

#### 7. Testing and Deployment: