IDEATION PHASE

EMPATHIZE & DISCOVER

Date: 01 NOVEMBER 2025

Team ID: NM2025TMID05757

**Maximum Marks:** 4 Marks

PROJECT NAME LEASE MANAGEMENT SYSTEM

Empathy Map Canvas:

In the *Empathize & Discover* phase, the team observes how property managers and landlords handle lease operations and tenant management within the system. They learn that many users feel frustrated when lease renewals or rent tracking are managed manually, leading to missed deadlines and confusion.

By interviewing key stakeholders, such as property managers and business owners, the team discovers that this issue causes delays, financial discrepancies, and challenges in maintaining tenant satisfaction.

Gathering these insights helps the team understand the real challenges faced during lease operations, including tracking renewals, payment management, and maintaining accurate data. This makes it clear that automation through Salesforce can significantly improve accuracy, efficiency, and user satisfaction.

These findings will guide the design of user-friendly solutions, including automated alerts, dashboards, and streamlined workflows to simplify lease management.
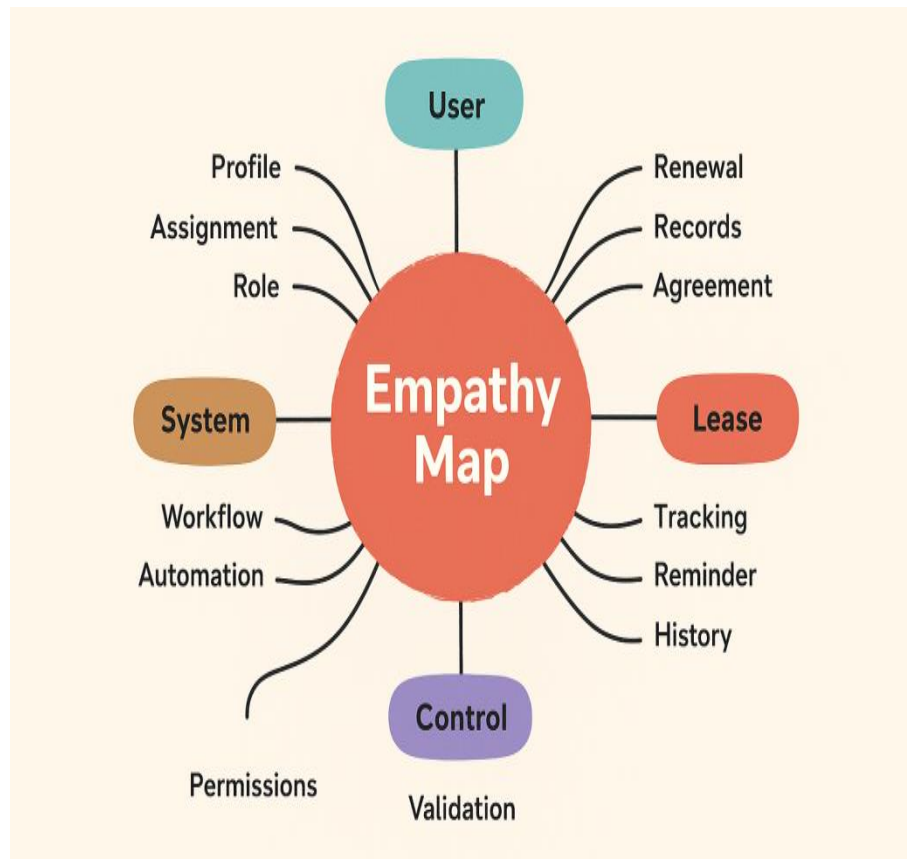
The empathy map helped us understand user challenges when deleting assigned users. It shows their, actions, ad needs for better control and alerts. This guided tto design a safer system that prevents accidental.

Example: Lease Management

Pain

- Missed renewals
- Unclear payment status

Gain

- Automatation
- Transparency
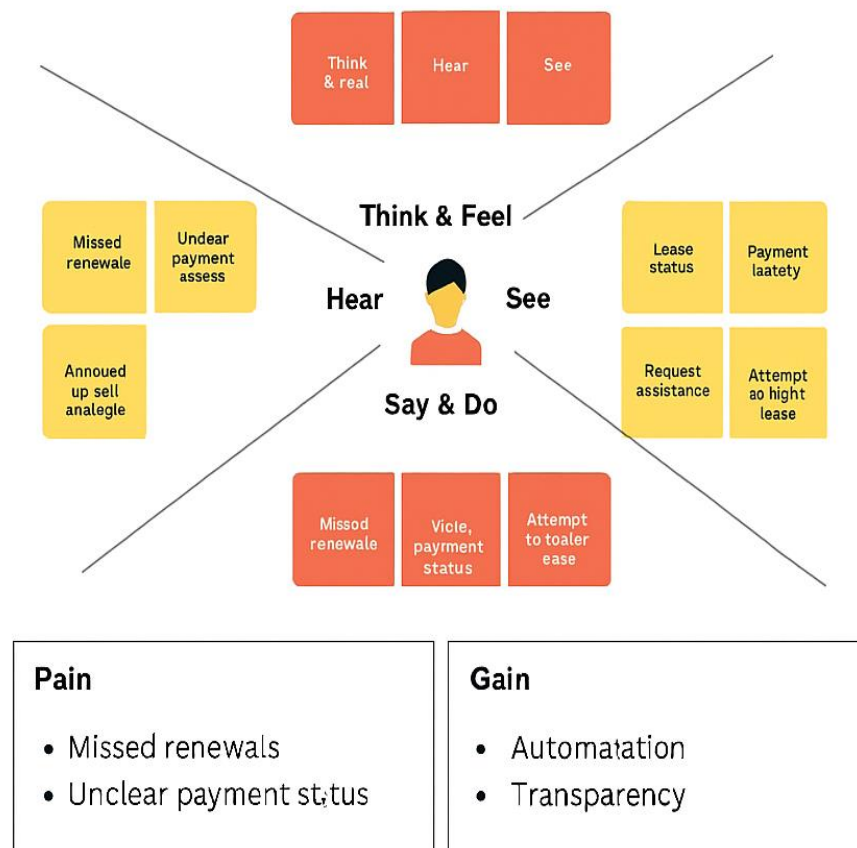
By deeply understanoing the users through empathy mapping, imfitied the critical risks and frustrations associated with the accidental deletion of users assigned to manage. The insights revealed pain points such as ack of real-time renewals, unclear payment 'risibility, and lease masimanagment. A a result". degtgated in Salestorce Lease Management System integrating automated workflows, rems and dashboards was designed. This ensures that no user 'tied and payment tracking. reducing errors and enhancing transparency and opration