IDEATION PHASE
Brainstorming – Idea Generation – Prioritization

Date	01 November 2025
Team ID	NM2025TMID06704
Project Name	LEASE MANAGEMENT SYSTEM
Maximum marks	4

During our brainstorming sessions, our team discussed several real-world problems that could be solved using technology. It focus on structured team sessions, leveraging Salesforce collaboration tools, and clear criteria for feature prioritization.

After analyzing feasibility, social importance, and technical scope, we finalized **"LEASE MANAGEMENT SYSTEM"** as our project.

Brainstorming
- Hold focused sessions with key stakeholders (admins, users, managers) using whiteboarding or virtual platforms.
- Encourage open sharing of process pain points, opportunities for automation, and improvement ideas.
- Use features like Salesforce Chatter, Groups, or Idea Management modules to capture and organize input.

Idea Generation
- Gather input from multiple channels: team members, property managers, tenants, and support staff.
- Consider journey mapping for different personas (property owner, tenant, lease admin) to identify needs.
- Use tools like Google Forms, Salesforce surveys, or Idea Boards within your Salesforce org for broad participation.

Prioritization
- Evaluate ideas on impact, feasibility, and alignment with business goals.
- Use ranking or voting tools (including Salesforce internal voting systems) to prioritize features or documentation needs.
- Focus on early wins: features or documentation sections that solve urgent problems or unlock broader system use.

Why we prioritized this idea:

- **Maximizing Impact:**
  Prioritizing ensures the most critical pain points in lease management are solved first, improving user satisfaction and operational efficiency.
- **Resource Optimization:**
  Helps allocate limited development and documentation resources to tasks with the highest return on investment.
- **Alignment with Business Goals:**
  Ensures the system evolves in ways that support organizational objectives, compliance, and scalability.
- **Early Wins:**
  Enables delivering quick benefits to stakeholders to build confidence and momentum for further improvements.
- **Stakeholder Consensus:**
  Involving users in prioritization creates buy-in and ensures the product meets actual user needs.

Final Idea:

Salesforce is to develop a user-centric, automated lease lifecycle platform built on custom objects for Leases, Properties, and Tenants, enhanced with role-based access, approval workflows, and real-time reporting dashboards. This prioritizes automation of lease approvals and notifications, improving operational efficiency and transparency while providing clear, accessible documentation for users and administrators to ensure smooth adoption and ongoing use.