

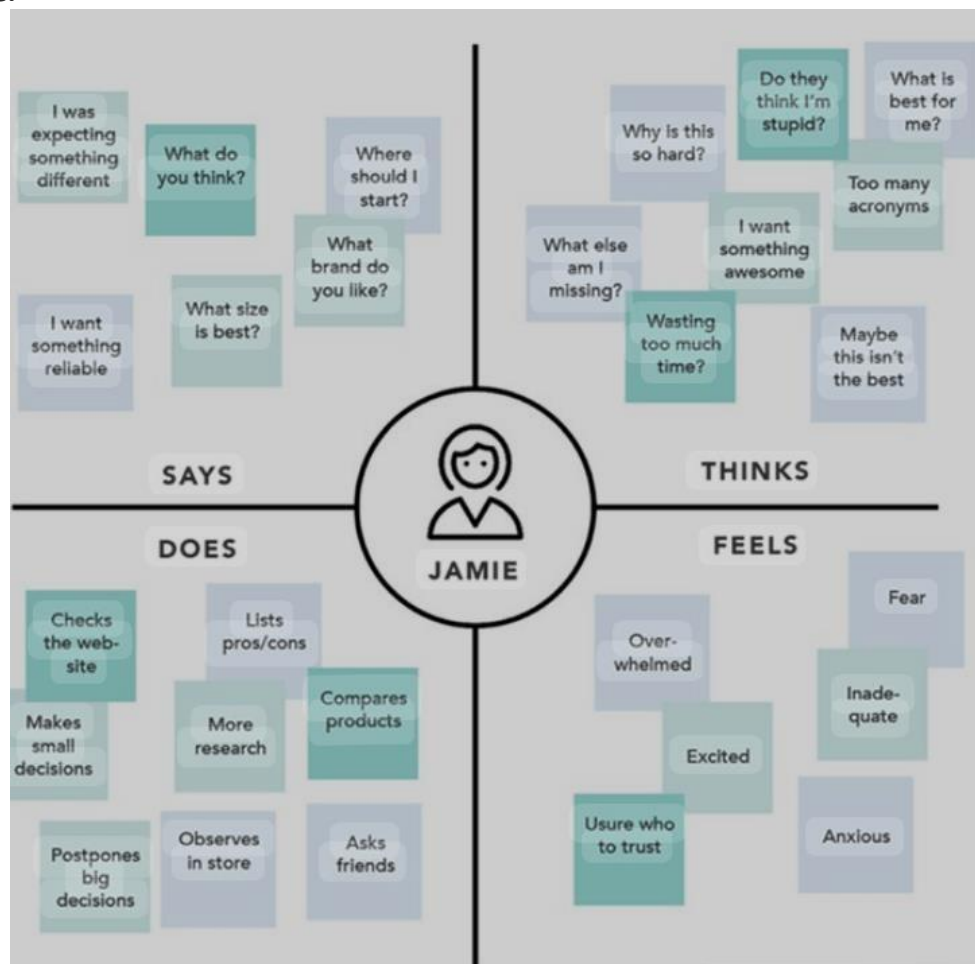
## Lease Management

Date	03 November 2025
Team ID	NM2025TMID07701
Project Name	Lease Managment
Maximum Marks	4 Marks

### Empathy Map Canvas:

In lease management, the empathy map helps to understand the challenges and motivations of property managers who handle day-to-day leasing operations. Property managers often say that tracking lease expirations and verifying payments manually takes too much time and effort. They think that having a centralized dashboard and automated reminders would greatly reduce errors and improve efficiency. They frequently hear complaints from tenants about delays and from management about missed renewals and inaccurate records. In their work, they see scattered data, multiple spreadsheets, and confusing reports that make it hard to manage leases effectively. As a result, they often feel stressed, frustrated, and worried about compliance issues. Their main pain points include missed deadlines, manual verification tasks, and financial discrepancies, while their desired gains are automation, real-time monitoring, and improved tenant satisfaction. By understanding these thoughts, feelings, and challenges, solutions can be designed to make lease management more efficient, accurate, and user-friendly.

### Example:



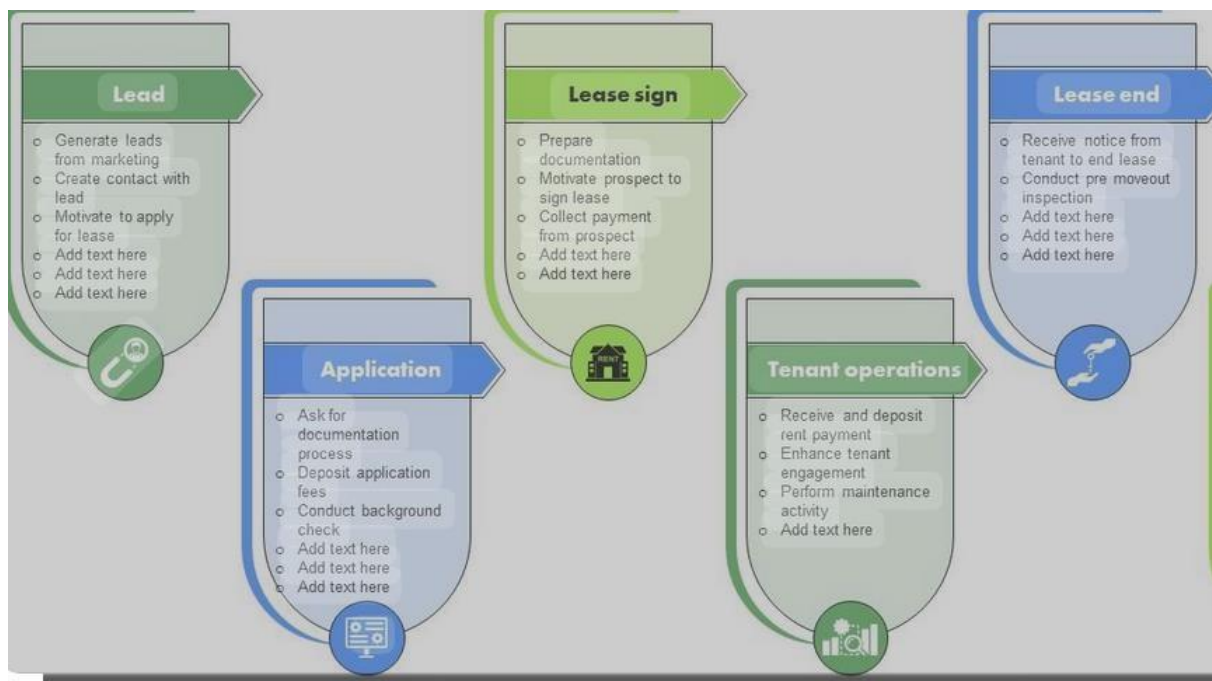
Reference:  
<https://www.nngroup.com/articles/empathy-mapping/>

For tenants, empathy mapping reveals a need for clarity, convenience,

and responsiveness. Tenants want simple, transparent lease terms, quick resolution of

maintenance issues, and digital access to their rental information. They often feel anxious about hidden charges, delayed repairs, or complex renewal processes. When communication is clear and systems are user-friendly, tenants feel valued and are more likely to renew their leases. By understanding these emotional and practical needs, lease management systems can be designed to foster trust, efficiency, and long-term relationships between landlords and tenants.

## Example: Lease Management



By deeply understanding stakeholders through empathy mapping, we uncovered key pain points and risks within the lease management process. These included missed renewal deadlines, lack of transparency in lease terms, manual data tracking, and inefficient communication between landlords and tenants. Insights from these frustrations guided the design of a smarter and more user-centric lease management system in ServiceNow. The enhanced solution integrates automated reminders, centralized document access, and real-time lease tracking, ensuring critical dates and obligations are never overlooked. This not only improves operational efficiency and compliance but also strengthens trust, accountability, and overall satisfaction for both property managers and tenants.