Ideation Phase

Empathize & Discover
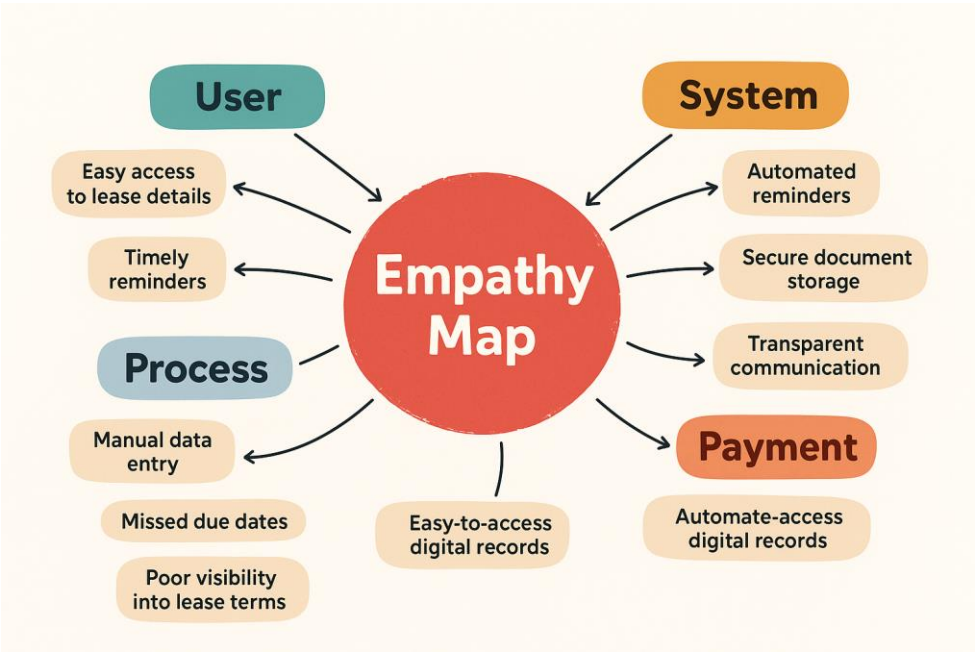
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Project Name	Lease Management

Empathy Map Canvas:

In the *Empathize & Discover* phase, the team studied how property managers, tenants, and landlords handle lease agreements and related processes. They found that many users face difficulties managing lease renewals, rent tracking, and document organization due to manual methods or scattered data. By interviewing stakeholders, the team discovered that the lack of centralized lease records leads to confusion, missed payments, compliance risks, and communication delays between parties.

Gathering these insights helped the team identify real challenges in workflow efficiency and data accuracy. Understanding the users' pain points highlighted the need for a digital system with automated reminders, secure document storage, and transparent communication channels. These insights guided the team toward building a lease management solution that is user-friendly, compliant, and efficient.

Example:

Empathy Map:

Say & Do	Think & Feel	See	Hear
Struggles to locate lease documents	"I wish everything was automated."	Multiple files and emails scattered	Complaints from tenants or landlords about confusion
Sends reminders manually	Feels anxious about missing payments	Inconsistent records	Requests for clarification about lease terms

Pain:

- Missed payment or renewal dates
- Manual tracking errors
- Lack of centralized data

Gain:

- Automated notifications

- Easy-to-access digital records

- Transparent communication

Explanation:

The empathy map helped the team understand challenges faced by property managers and tenants during lease management. It revealed their pain points and the need for automation, digital access, and clear visibility of lease-related information. These insights guided the design of a more reliable and intuitive system.

Outcome:

By applying empathy mapping, the team identified the main frustrations—such as scattered documentation, lack of reminders, and communication gaps. Based on these insights, a **smart Lease Management System** was conceptualized that includes:

- **Automated alerts** for renewals, rent due dates, and compliance deadlines.

- **Centralized dashboard** for lease information and status tracking.

- **Digital document management** for storing and retrieving lease files securely.

- **Transparent communication interface** between tenants and property owners.

This ensures that all stakeholders stay informed and compliant, reducing manual errors and improving efficiency in property and lease management processes.