

IDEATION PHASE

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Project Name	LEASE MANAGEMENT
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Empathy Map Canvas:

Category	Details
WHO are we empathizing with?	Property Managers and Admins handling multiple tenant leases
What do they need to DO?	They need to manage lease records, send rent reminders, and approve tenant requests efficiently.
What do they SEE?	Multiple spreadsheets, manual rent follow-ups, and missed communication with tenants.
What do they SAY?	“It’s difficult to track who has paid rent and who hasn’t every month.”
What do they HEAR?	“You forgot to send me the reminder,” or “My leave request is still pending.”
What do they THINK & FEEL?	They feel frustrated managing all this manually, and wish there was an automated system.
PAIN POINTS	- Manual errors in payments tracking - Late communication - Missed approvals
GAIN POINTS	- Centralized tenant and payment tracking - Automated email notifications - Scheduled reminders for rent

Empathy Insights

Property managers and tenants both struggle with communication delays and lack of transparency in payment tracking.

The Salesforce Lease Management System solves these pain points by:

- Automating key workflows (emails, approvals, rent reminders)
- Ensuring every tenant and payment record is updated in real time.

