Ideation Phase

Empathize&Discover

Date	03 November 2025
Team ID	NM2025TMID03205
Project Name	Lease Management
Maximum Marks	4 Marks

Empathy Map Canvas:

In the Empathize & Discover phase, the team observes how tenants and property managers currentlyhandleleaseagreementsandpaymentschedules.Theydiscoverthatmanyusersface difficulties remembering lease renewal dates, tracking rent payments, and organizing lease documents manually.

Throughinterviewsandresearch,itbecomesclearthattenantsoftenfeelstressedaboutmissing renewal deadlines, while property owners struggle to monitor multiple leases and follow up with tenants efficiently. This manual process leads to confusion, late payments, and communication gaps between tenants and property managers.

Understandingtheserealuserchallengeshighlightstheneedforautomatedreminders,centralized lease storage, and easy tracking features. These insights help the team recognize the importance of building a smart lease management system that improves communication, timeliness, and overall rental experience.

Reference:https://www.mural.co/templates/empathy-map-canvashttps://www.mural.co/templates/empathy-map-canvas

The empathy map helped us understand the pain points of tenants and property owners while handling lease agreements manually. It highlights their struggles with missed deadlines, scattered documents,andlackofautomatedreminders.Thisguidedustodesignasimpleandreliabledigital lease management solution.

Example: Lease Management System

Bydeeplyunderstandingusersthroughempathymapping,weidentifiedthekeyfrustrationsand risksassociatedwithmanagingleaseagreementsmanually.Tenantsfaceanxietyaboutmissing renewal dates and tracking payment schedules, while property managers deal with document misplacement, follow-up delays, and tenant coordination issues.

These insights revealed pain points such as lack of automated alerts, difficulty in accessing lease records quickly, and absence of a centralized tracking system. As a result, we proposed a smart LeaseManagementplatformthatincludesautomaticreminders,easydocumentstorage,payment tracking, and user dashboards. This ensures timely renewals, hassle-free communication, and improved lease management efficiency for both tenants and property owners.