

Empathy map Document

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Team ID	LTVIP2025TMID30830
Project name	Lease management
Maximum Marks	

Overview of the Empathy Map:

Here is a detailed **Empathy Map Document** for your **Lease Management Project**, focusing on understanding the key user personas—primarily **Property Managers**, **Salesforce Admins**, and eventually **Tenants** (future scope). This is essential in human-centered design to build a system that truly meets user needs.

User Persona: Property Manager

Section Insights

- Says

"I need to track all lease and tenant details in one place."

"Approvals and rent reminders take too much manual effort."
- Thinks

"Will this system make my work easier or more complicated?"

"I hope I don't miss a lease expiry or payment."
- Does

Manages lease contracts, enters tenant/property data, approves/rejects lease requests, tracks payments.

Wants simplicity and control.
- Feels

Feels frustrated with delays or repetitive tasks.

Wants confidence in data accuracy.

User Persona: Salesforce Admin / Developer

Section Insights

- Says

"I need to configure custom objects and workflows exactly as the business needs."
- Thinks

"How can I keep this system scalable and easy to maintain?"
- Does

Creates validation rules, triggers, flows, and scheduled jobs.

Manages roles and permissions.

Seeks clarity in requirements.
- Feels

Wants to deliver a reliable system.

Concerned about technical performance.

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User Persona: Tenant (*Future Scope*)

Section Insights

- Says** “I just want to know how much rent I owe and when it's due.”
“Why can't I check my lease online?”
- Thinks** “Is my lease status approved yet?”
“I need a simpler way to communicate with the property manager.”
- Does** Responds to rent reminders (email), waits for approval status, makes payments manually or via offline methods.
- Lacks control or visibility.
- Feels** Wants transparency and convenience.
Feels disconnected without a portal.
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Insights from Empathy Mapping

- ◆ **Property Managers** value clarity, speed, and automation to reduce workload.
 - ◆ **Admins and Developers** need clean requirements and tools for maintainability.
 - ◆ **Tenants** (as future users) demand simplicity, self-service, and mobile access.
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EMPATHY MAP

SAYS

- I need to track all lease and tenant details in one place.
- Approvals and rent reminders take too much manual effort

THINKS

- Will this system make my work easier or more complicated?
- I hope I don't miss a lease expiry or payment



DOES

- Manages lease contracts
- Enters tenant/property data
- Approves/rejects lease requests
- Tracks payments

FEELS

- Wants simplicity and control
- Frustrated with delays or repetitive tasks
- Wants confidence in data accuracy

How the System Addresses These Needs

Need Identified

Single system for lease & tenant data

Feature/Design Implemented




Salesforce custom objects (Lease, Tenant, Property)

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Need Identified	Feature/Design Implemented
Automated reminders & approvals	Apex scheduled jobs, flows, approval workflows
Simple user interface	Lightning App with custom tabs
Accuracy and validation	Validation rules and Apex triggers
Tenant communication	Email templates for rent reminders, approvals, rejections
Self-service (future)	Planned tenant portal via Salesforce Experience Cloud

Conclusion :

The empathy mapping exercise helped shape the Lease Management System to focus not just on technical success but on **real user needs and frustrations**. By understanding what users say, think, feel, and do, the system was designed to be:

-  **Intuitive for property managers**
-  **Maintainable for Salesforce admins**
-  **Future-ready for tenant engagement**

This approach ensures a **human-centered**, role-specific experience that enhances adoption, satisfaction, and system impact.
