

## Ideation phase

### Empathize & Discover

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Project Name	Lease Management

#### Empathy Map Canvas:

In the Lease Management system, the Empathize and Discover phase helps understand the real challenges faced by users such as lease managers, property administrators, and service agents. Through the Empathy Map Canvas, the team explores what users see, hear, think, feel, say, and do in their daily work. Users express the need for a reliable system where all lease incidents remain properly assigned and monitored. They think that deleting a user who is assigned to an active incident template could cause data loss and workflow interruptions. These users constantly track lease incidents, assign responsibilities, and ensure timely resolution.

#### Example:



However, they often feel frustrated and stressed when data inconsistencies or missing assignments occur. Their main pains include workflow disruptions, accountability gaps, and delayed resolutions that affect customer satisfaction.

### Example:

Overall, this empathy map helps businesses understand the customer's journey, motivations, frustrations, and emotions so they can design better products, improve communication, and create a smoother buying experience Overall, this empathy map helps businesses understand the customer's journey, motivations, frustrations, and emotions.

## EMPATHY MAP Example (*Buying a TV*)

