# EMPATHY MAP

**🧠 Empathy Map – Lease Management System**

**👤 User Persona: Property Manager**

(*Can be adapted for tenants or landlords if needed*)

**1. 🗣️ Says**

* “I need to track all lease agreements in one place.”
* “It’s hard to manage renewals and expiries manually.”
* “I want reminders for rent collection.”
* “Tenants keep calling for updates or receipts.”
* “Compliance paperwork stresses me out.”

**2. 💭 Thinks**

* “What if I miss a lease expiration?”
* “There has to be a better way to handle this.”
* “Is this software secure enough for legal documents?”
* “I hope the tenants are notified automatically.”
* “I need visibility across all properties.”

**3. 👀 Sees**

* Paper-based contracts and Excel sheets
* Multiple emails and tenant messages
* Poorly integrated software (or no software at all)
* Frequent miscommunication among staff
* Rising tenant expectations

**4. 👂 Hears**

* “Your system is outdated.”
* “Other landlords use apps to manage everything.”
* “Why don’t you automate the payment reminders?”
* “It’s hard to reach you about lease status.”
* “There’s a new compliance rule again.”

**5. 😟 Pains**

* Manually tracking lease dates and documents
* Missed renewals or legal deadlines
* Tenant dissatisfaction due to poor communication
* Inefficient rent collection and reminders
* Time wasted managing physical files or multiple systems

**6. 🎯 Gains**

* Centralized lease data and digital agreements
* Automated reminders and alerts
* Streamlined rent collection and receipts
* Improved tenant satisfaction and transparency
* Peace of mind through compliance tracking