# 🧭 Customer Journey Map – Lease Management System

**👤 Persona: Property Manager**

**🎯 Scenario: Managing leases from onboarding to renewal using a digital platform**

## 🔹 STAGE 1: Awareness & Research

| **Step** | **Searching for lease management solutions** |
| --- | --- |
| **Experience** | Frustrated with manual tracking; looking for digital tools |
| **Interactions** | Browses software websites, reads reviews, asks for recommendations |
| **Things** | Laptop, mobile browser, review sites (e.g., G2, Capterra) |
| **Places** | Office, coworking space |
| **People** | Other property managers, software sales reps |
| **Goals & Motivations** | Help me find a reliable and easy-to-use solution |
| **Positive Moments** | Finds a product demo or free trial |
| **Negative Moments** | Overwhelmed by complex options |
| **Opportunities** | Provide clear comparisons, case studies, short demo videos |

## 🔹 STAGE 2: Onboarding & Setup

| **Step** | **Creating account, uploading leases** |
| --- | --- |
| **Experience** | Curious but cautious about switching from manual to digital |
| **Interactions** | Platform dashboard, onboarding tutorials |
| **Things** | Lease PDFs, Excel sheets, digital contracts |
| **Places** | Office |
| **People** | Customer support, onboarding specialists |
| **Goals & Motivations** | Help me migrate data without stress |
| **Positive Moments** | Automated upload, user-friendly dashboard |
| **Negative Moments** | Confused about data fields or import errors |
| **Opportunities** | Offer guided import, live chat, onboarding checklist |

## 🔹 STAGE 3: Day-to-Day Management

| **Step** | **Tracking leases, collecting rent, handling maintenance** |
| --- | --- |
| **Experience** | Empowered when system works; overwhelmed if alerts fail |
| **Interactions** | Dashboard, mobile app, tenant communication tools |
| **Things** | Payment reminders, calendar alerts, issue tracking module |
| **Places** | On-site or remote |
| **People** | Tenants, maintenance team |
| **Goals & Motivations** | Help me stay on top of tasks automatically |
| **Positive Moments** | Automated reminders and digital rent collection |
| **Negative Moments** | Missed notifications, bugs in tenant messaging |
| **Opportunities** | Smart alerts, issue prioritization, easy messaging UI |

## 🔹 STAGE 4: Lease Renewal or Termination

| **Step** | **Reviewing, renewing, or closing leases** |
| --- | --- |
| **Experience** | Relief when renewals are streamlined; stress if compliance is unclear |
| **Interactions** | Renewal notifications, digital contract tools |
| **Things** | Digital signature feature, document templates |
| **Places** | Office or home |
| **People** | Legal advisors, tenants |
| **Goals & Motivations** | Help me handle legal documents with confidence |
| **Positive Moments** | Auto-generated renewal documents |
| **Negative Moments** | Unclear steps or legal errors |
| **Opportunities** | Pre-filled templates, compliance alerts, legal help tips |

## 🔹 STAGE 5: Review & Feedback

| **Step** | **Evaluating the platform** |
| --- | --- |
| **Experience** | Satisfied if everything runs smoothly; vocal if not |
| **Interactions** | Feedback forms, customer support, app reviews |
| **Things** | Email surveys, support chatbot |
| **Places** | Office, app store |
| **People** | Customer success reps |
| **Goals & Motivations** | Help me feel heard and supported |
| **Positive Moments** | Prompt help from support, visible updates |
| **Negative Moments** | Lack of response to issues |
| **Opportunities** | Request feedback after major events, transparent update logs |