

EMPATHY MAP CANVAS

Date	2 November 2025
Team ID	NM2025TMID03695
Project Name	Lease Management System
Maximum Marks	4 Marks

Empathy Map Canvas

The **Empathy Map Canvas** was developed to understand the experiences and expectations of both **tenants** and **property administrators** involved in the leasing process.

From the **tenant's viewpoint**, they see a confusing and time-consuming manual leasing process with delayed communication about rent, renewals, and payments. They hear inconsistent updates regarding payment status or lease terms, causing frustration. Tenants think and feel concerned about transparency, rent accuracy, and timely updates. They say and do actions such as frequently contacting the admin for clarification. Their **pain points** include poor communication, delayed updates, and manual errors, while their **gains** are transparent transactions, timely notifications, and easy access to lease documents.

From the **administrator's perspective**, they see repetitive data-entry work and hear frequent tenant inquiries about payments and lease details. They feel overworked due to manual tracking and lack of automation. Their **pain points** include inefficiency and time loss, while their **gains** are improved workflow, automation, and accurate data management.

This empathy mapping helped shape the **Salesforce-based Lease Management System** to prioritize **automation, transparency, and real-time communication**, ensuring a smoother experience for both tenants and administrators.

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