Empathy map Canvas

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Team ID	NM2025TMID03953
Project Name	Lease Management System
Maximum Marks	4 Marks

Empathy Map Canvas:

The **Empathy Map Canvas** for the **Lease Management System** project centers on understanding the experiences, pain points, and expectations of its primary users — **property owners, tenants, and administrators** — to create a solution that genuinely addresses their challenges.

From the **"Says"** perspective, property owners often express frustration over **managing multiple tenants, remembering rent deadlines,** and **handling lease renewals manually**, while tenants voice concerns about **unclear payment procedures** and **delayed communication**. In the **"Thinks"** category, owners worry about **losing rental income** due to **missed payments or expired leases**, whereas tenants focus on **maintaining a strong payment history** and ensuring **clarity in lease terms**.

Under **"Does"**, property owners spend considerable time **updating spreadsheets, sending reminders,** and **approving lease applications**, while tenants depend on **calls or emails** for payment confirmations and renewal requests. In the **"Feels"** section, both groups experience **stress, confusion,** and **dissatisfaction** stemming from repetitive manual work and the absence of automation.

By empathizing with these users, the project team identified the need for a **centralized, automated, and transparent platform**. The **Lease Management System** fulfills these emotional and functional requirements by **automating payment reminders**, **sending real-time notifications for approvals or rejections**, and **organizing all lease and tenant information within Salesforce**. This approach helps **property owners stay confident and in control**, while **tenants feel informed and secure**. Ultimately, the empathy map played a vital role in guiding the design of a system that **reduces frustration, improves efficiency, enhances accuracy,** and **strengthens trust** among everyone involved in the leasing process.

EMPATHY MAP

SAYS	THINKS
DOES	FEELS

USER