

# Brainstorm & Idea Priorization

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|---------------|-------------------------|
| Date          | 27 October 2025         |
| Team ID       | NM2025TMID03953         |
| Project Name  | Lease Management System |
| Maximum Marks | 4 Marks                 |

## Lease Management System

The **Lease Management System** is a Salesforce-powered application developed as part of the **Naan Mudhalvan initiative**, designed to automate and simplify the management of property leases, tenants, payments, and approval processes. Its primary goal is to replace manual tracking methods with a **centralized, accurate, and efficient digital system**.

The solution is built around four core Salesforce objects — **Property, Tenant, Lease, and Payment** — each tailored to store and handle specific business data. By leveraging Salesforce features such as **custom fields, validation rules, approval workflows, email alerts, Apex triggers, flows, and scheduled jobs**, the system automates critical operations like **monthly payment notifications, lease approval routing, and communication between property owners and tenants**.

This automation improves productivity by ensuring **precise data management, timely alerts, and clear workflow visibility**. In essence, the Lease Management System highlights how **Salesforce automation** can effectively address real-world business challenges, **minimize manual effort, and enhance efficiency and transparency** in property and lease management processes.

## Step 1: Team Gathering and Collaboration:



The initial phase started with forming a **multidisciplinary project team** consisting of individuals proficient in **Salesforce development, data management, and project coordination**. **Teamwork played a vital role**, as every member contributed distinct insights regarding **technical implementation, user requirements, and practical use cases**, ensuring a well-rounded approach to the project's foundation.

## Step 2: Brainstorm, Idea Listing and Grouping

### Brainstorm:



The team conducted several brainstorming sessions to propose ideas that could simplify and automate lease management using Salesforce. Each idea was recorded and discussed openly.

Visual tools like whiteboards and digital sticky notes helped capture every suggestion.

### Idea Listing:

| Category         | Idea Generated  |
|------------------|---|
| Data Management  | Create custom objects: Property, Tenant, Lease, Payment |
| Automation       | Build Flows for monthly payment reminders               |
| Data Validation  | Add validation rules for date and rent accuracy         |
| Communication    | Develop email templates for approval/rejection          |
| Approval Process | Set up multi-step approval workflows                    |
| Apex Programming | Write triggers for auto-updates and scheduling          |
| Scalability      | Use Lightning App for user-friendly navigation          |



processes

## Grouping:

- **Core Data Layer:** Property, Tenant, Lease, Payment objects
- **Automation Layer:** Flows, Triggers, Schedulers
- **User Interaction Layer:** Email templates, validation, and approval

Grouping helped visualize how these components connect to create a complete system. The team refined redundant ideas and ensured that each feature aligned with the overall goal — streamlined and automated lease management.

## Step 3: Idea Priorization



In the Idea Prioritization phase, the team carefully evaluated all proposed ideas based on four main criteria — feasibility, impact, complexity, and scalability. Each idea was analyzed to determine how easily it could be implemented within Salesforce, how much it would improve efficiency and user experience, the level of customization or coding required, and its ability to handle larger data volumes as the system grows. This structured approach helped the team focus on ideas that offered high value with manageable effort, leading to the selection of key features such as custom objects, automated flows, email templates, and approval workflows as top priorities for the Lease Management System.