

## Ideation Phase: Empathize & Discover

Date	2-11-2025
Team ID	NM2025TMID04228
Project Name	Lease Management System using Salesforce

### Stakeholders Observed

- Tenants
- Property Managers
- Lease Administrators

### What do stakeholders see?

- Multiple, confusing spreadsheets and emails for payments, leases, and tenant records.
- Frequent reminders from managers about overdue payments.
- Missing or delayed notifications about lease expiration or approval requests.
- Manual entries causing data errors.

### What do they say?

- "I never know for sure if my payment reminder email was sent."
- "Approving or rejecting tenant requests is not centralized—I have to check WhatsApp, email, and SMS."
- "Lease end dates sneak up on me; I wish I had better alerts."

### What do they do?

- Manually track payments and lease renewals.
- Communicate with tenants/landlords via multiple apps, leading to missed messages.

- Fill in forms and process paperwork by hand, often duplicating information across systems.
- Spend time reconciling mismatched records and following up on missed payments.

## What do they feel?

- **Frustrated** by the lack of automation and repeated manual work.
- **Worried** about missing deadlines, non-compliance, or financial errors.
- **Anxious** when unable to quickly approve or reject tenant leave/status changes.
- **Relieved** when automated emails, reminders, and validation rules work as intended.

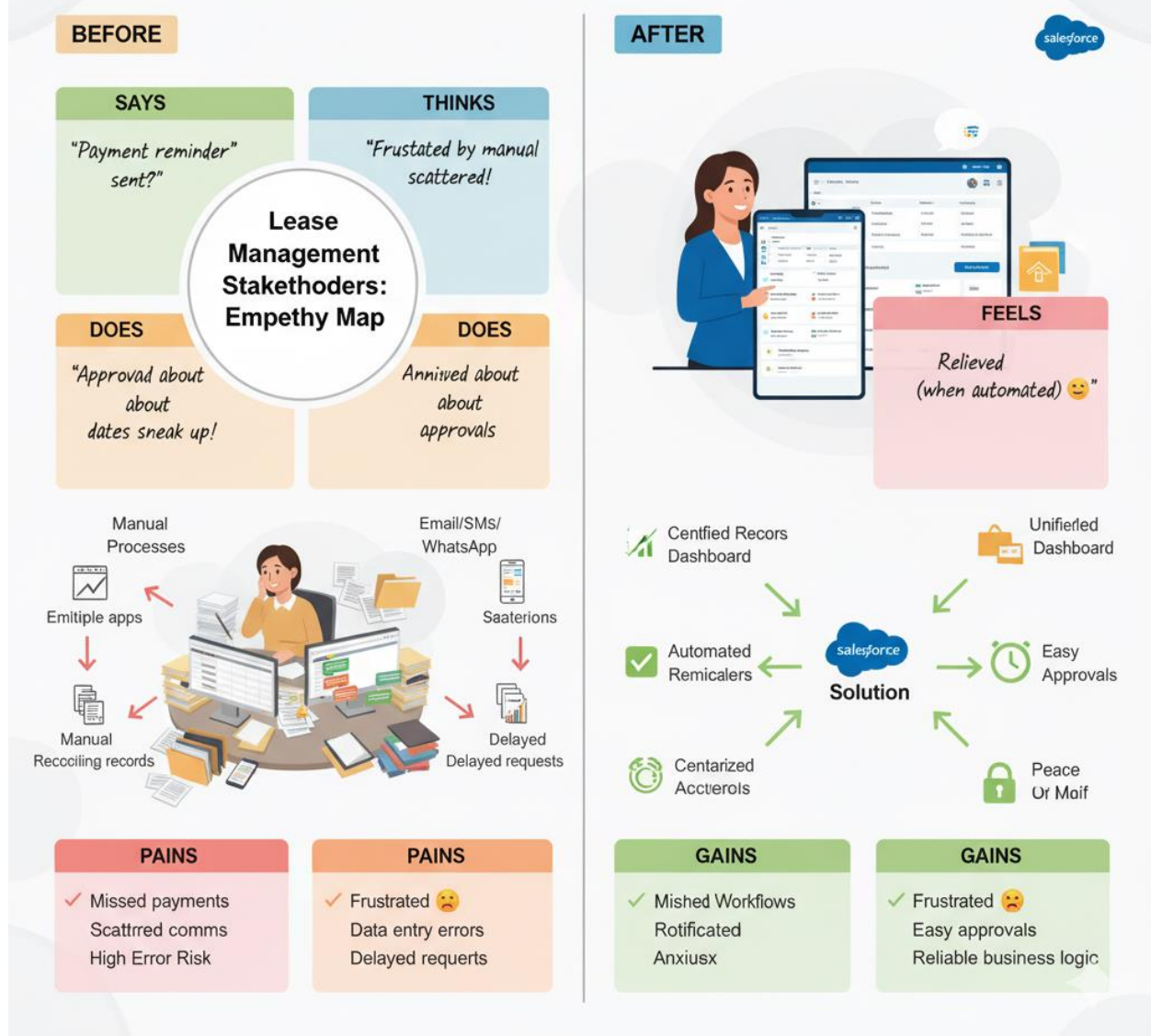
## Main Pains

- Missed payments due to lack of reminders.
- Confusion from scattered communication channels.
- Data entry mistakes causing compliance and financial risks.
- Delays in processing lease or leave requests.

## Main Gains (Aspirations/Needs)

- Centralized dashboard to see all tenant, property, lease, and payment statuses at a glance.
- Automated, timely notifications for due payments and lease requests.
- Easy approval/rejection workflows with clear tracking and notifications.
- Reliable business logic enforcing key rules (e.g., no duplicate property-tenancy, correct date validation).

## Transforming Lease Management with Salesforce



### Summary Insight

Through stakeholder interviews and workflow observations, we discovered substantial inefficiency and anxiety rooted in manual processes and fragmented communication. Stakeholders want a single, reliable system that automates reminders, streamlines approvals, and ensures data accuracy—directly supporting their day-to-day work and giving them peace of mind.

