

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.

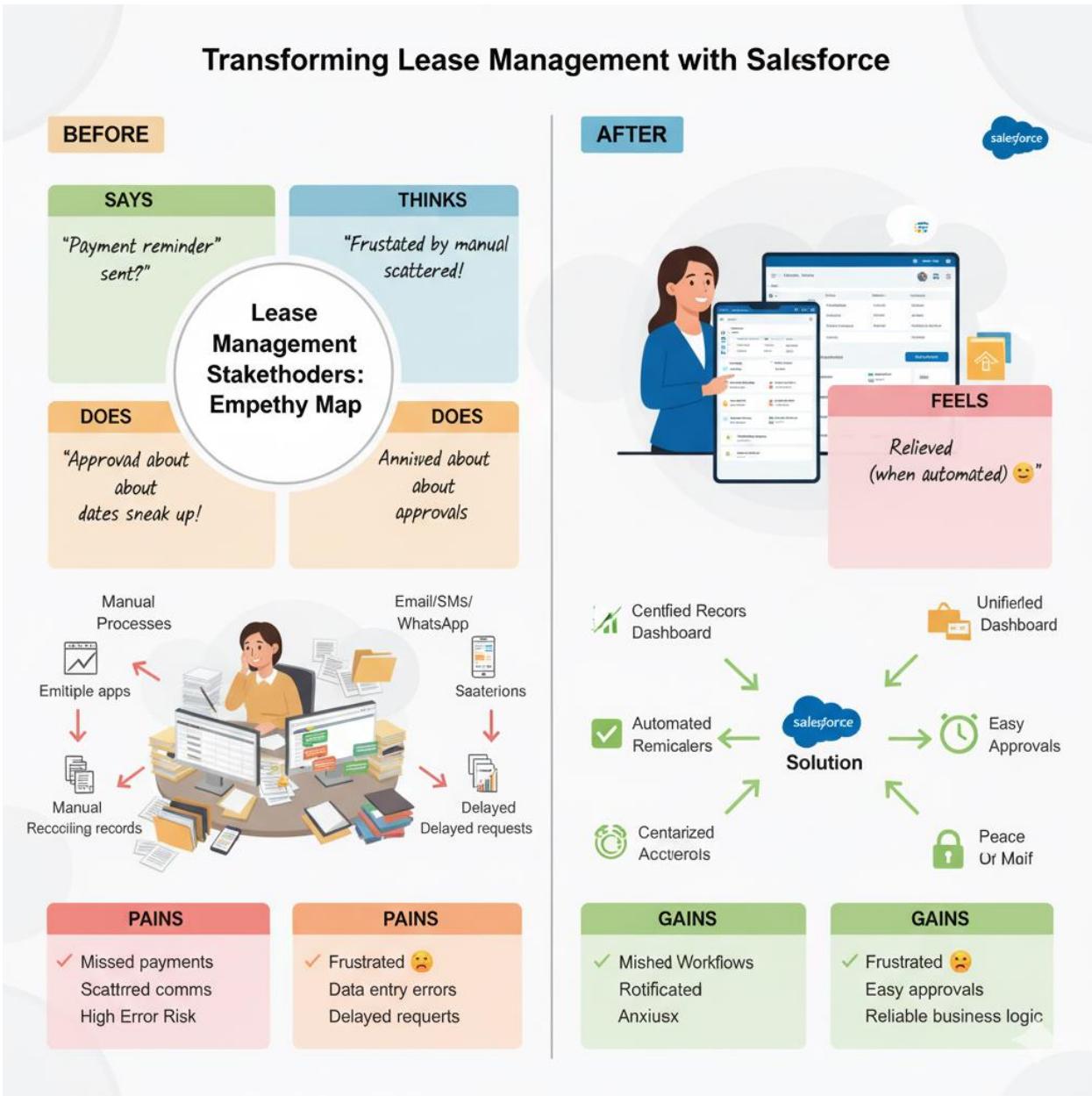
Main Pains

- 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.

