

EMPATHY MAPPING - Lease Management

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The Empathy Map is a collaborative tool used to understand the users' behaviors, feelings, and motivations. It helps in developing a user-centered solution by viewing the system through the eyes of the people who actually use it.

For the Lease Management System, our primary users are:

- Property Managers
- Administrative Staff
- Tenants

Purpose of empathy mapping

To step into the users' shoes and understand their:

- Daily frustrations
- Needs and expectations
- Behavior when interacting with the current lease process

The Empathy Map includes the following **six categories**:

1. **Says** – What the user says out loud
2. **Thinks** – What the user thinks privately
3. **Does** – Actions the user takes
4. **Feels** – Emotions the user experiences
5. **Pains** – Problems or frustrations
6. **Gains** – Needs and expectations

