

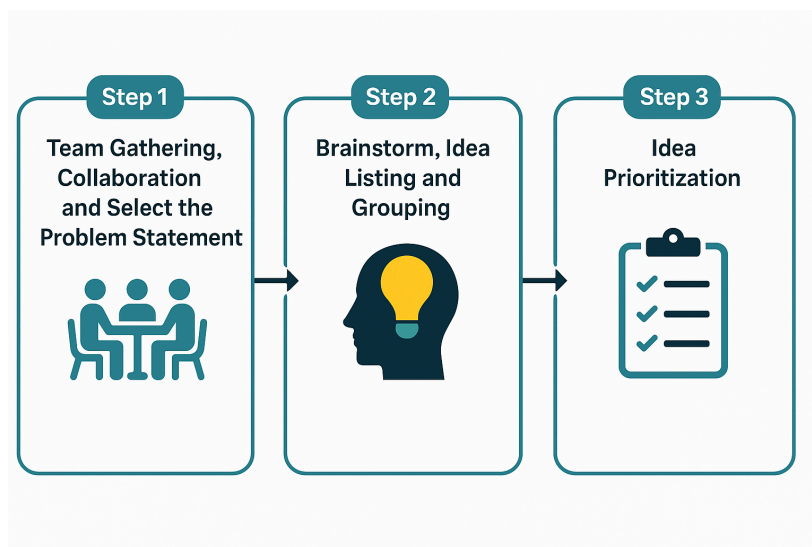
IDEATION PHASE

Date	24 June 2025
Team ID	LTVIP2025TMID31361
Project Name	Lease Management

The Ideation Phase played a crucial role in laying the foundation for the Salesforce Lease Management Project. During this phase, we aimed to deeply understand the users, identify their challenges, and brainstorm innovative and feasible solutions that could be implemented using Salesforce tools and features. The ideation process involved three key components: Empathy Mapping, Problem Statement Definition, and Brainstorming.

BRAINSTORMING

This project aims to simplify and streamline leasing operations—tenant onboarding, lease agreements, approvals, and payment tracking. The following steps were part of ideation for solving real-world challenges in that domain.



Step 1: Team Gathering, Collaboration, and Selecting the Problem Statement

Team Gathering

- The team included Salesforce developers, interns, mentors, and project coordinators.
- Everyone collaborated through online meetings and shared documents.

Collaboration

- Tools like Salesforce documentation, guides, and sandbox orgs were used to understand processes.
- Discussions helped gather requirements like:
 - What problems are tenants and landlords facing?

- What are the bottlenecks in lease approval?

Selecting the Problem Statement

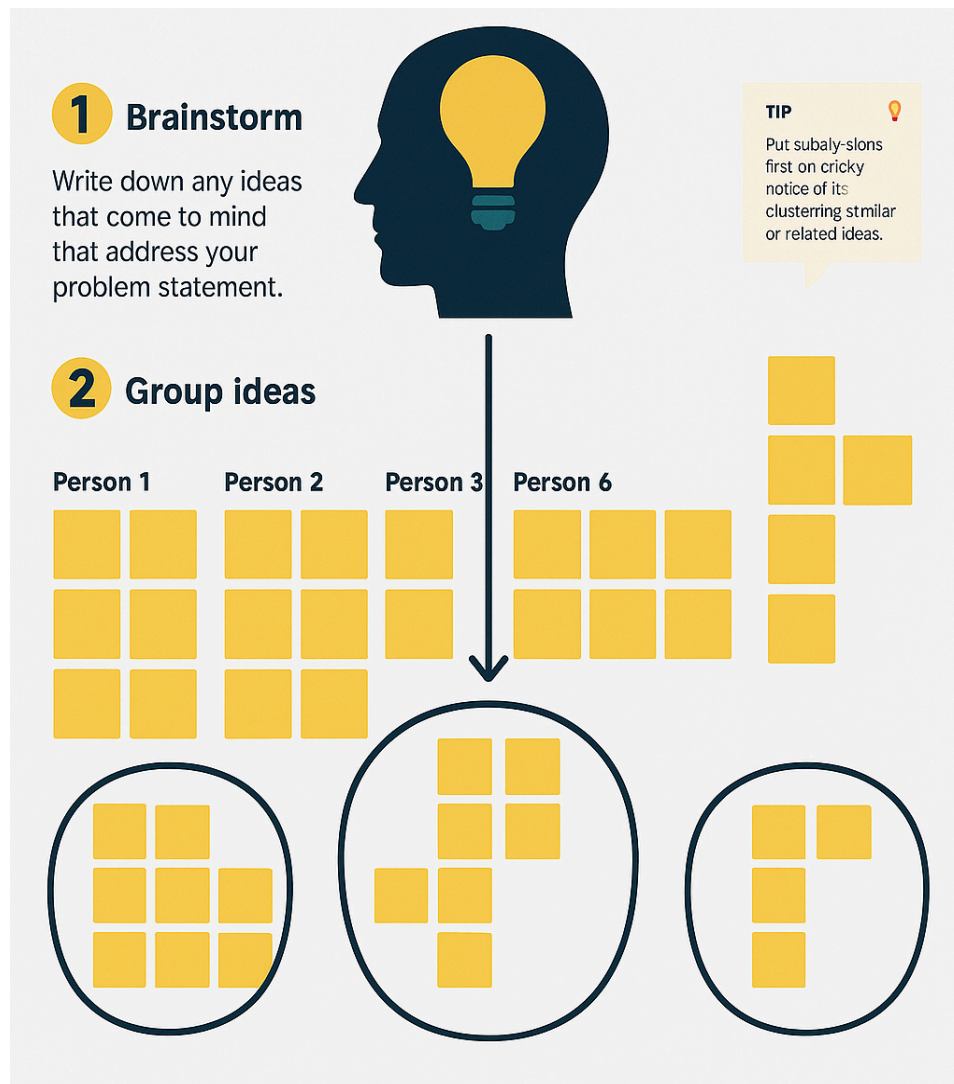
After initial discussions, the team selected a key problem:

“ How might we automate and simplify the lease request and approval process to reduce delays and manual errors for both property managers and tenants? ”

This problem was chosen because:

- Lease approvals involved multiple manual steps.
- Property fields were not properly validated.
- The “Submit for Approval” button was missing due to setup issues.

Step 2: Brainstorming, Idea Listing, and Grouping



Step 3: Idea Prioritization

Evaluation Criteria

Ideas were rated based on:

- Technical feasibility in Salesforce.
- Time required (considering it's an internship project).
- Business impact on leasing workflow.

Prioritized Ideas for Implementation

- Create required fields using Validation Rules.
- Build Approval Process with working "Submit for Approval" button.
- Automate email alerts to landlord and tenant.
- Guide users using Lightning Record Pages & Flows.

Ideas like custom dashboards and advanced analytics were considered for future enhancements.