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

SAYS

- · I don't have reminders for due-dates.
- · It's hard to tind tenant data
- The approval process takes toog

THINKS

- I wish I had one system to manage all lease records.
- What if I miss a payment reminder?
- · Manual entries are risky

SEES

- Disorganized files
- Untracked renewals
- No dashboards or status charts

HEARS

- Complaints from tenants
- Managers asking for quick approvals
 - Team asking for updates

FEELS

- · Maintains Excel sheets
- Sends emails manually
- Tracks lease details in nteboooks

GAINS

- A centralized system to manage tenant, lease, and payment data
- Automated reminders for due dates and renewals
- Quick and easy acces to lease information
- Structured approval workflows for better accountability
- · Deshboards and reports for

PAINS

- Missed lease renewals and payment deadlines due to lack of reminders
- Difficulty accessing tenant or lease data quickly when required