

Ideation Phase

Define the Problem Statements

Date	02 NOVEMBER 2025
Team ID	NM2025TMID01386
Project Name	LEASE MANAGEMENT
Maximum Marks	2 Marks

Customer Problem Statement Template:

Many property owners, tenants, and property managers face difficulties in efficiently managing lease agreements, rent payments, and property-related communication. Most lease tracking and documentation processes are handled manually using spreadsheets or paper records, which often leads to missed renewal dates, delayed payments, and miscommunication between stakeholders.

There is a need for a centralized, automated Lease Management System that enables property owners and tenants to manage leases digitally. Such a system should handle lease creation, payment tracking, renewal reminders, and maintenance requests — all in one integrated Salesforce platform.

An effective solution would include real-time notifications, secure document storage, automated workflows, and analytical dashboards to improve decision-making and transparency.

By implementing this system, organizations can reduce operational errors, save time, ensure compliance, and enhance communication between all parties involved in the leasing process.

Problem & Solution Table

Problem	Description	Solution
Food Wastage	Surplus food is thrown away, increasing waste and environmental burden.	Set up a quick response system to coordinate pickups from donors.
Coordination Challenges	It is difficult to match donors with people in need in real time.	Use a platform that connects restaurants, hotels, and event organizers with NGOs and volunteers.
Safety Concerns	Donors worry about safe storage and handling of food.	Implement quality checks and set guidelines for storage and transport.
Inequitable Distribution	Poor communities may miss out when food distributions are unplanned.	Create a fair distribution plan and ensure regular updates on food availability.
Tracking and Accountability	Develop a record-keeping system for monitoring donations and reporting outcomes.	Develop a record-keeping system for monitoring donations and reporting outcomes.

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A Property Owner	Manage lease agreements and track rent payments	I cannot monitor lease expirations and rent dues efficiently	there is no centralized digital system to automate reminders and maintain records	stressed and disorganized
PS-2	A Tenant	Pay rent on time and raise maintenance requests	I don't receive timely reminders or status updates	there is no proper platform to notify me about rent due dates or maintenance progress	frustrated and uncertain

Problem Statement PS-1:

As a property owner, I want to manage my lease agreements and track rent payments digitally, but I often struggle to monitor lease expirations, payment status, and tenant communication. This leads to missed renewals and payment delays. I need a centralized Salesforce system that automatically sends reminders, tracks payments, and stores lease documents securely, helping me stay organized and proactive.

Problem Statement PS-2:

As a tenant, I want to receive automatic reminders for rent payments and maintenance updates, but I currently lack a unified system to track my lease details. This causes confusion, delayed payments, and poor communication with property managers. A Salesforce-based notification and tracking platform would allow me to stay informed, make timely payments, and request maintenance easily, improving my overall experience and trust.