

EMPATHY MAP CANVAS

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Team ID	NM2025TMID04875
Project Name	Lease Management System
Maximum Marks	4 Marks

Empathy Map Canvas

When developing a solution for lease operations, it's essential to **step into the shoes of the user** — whether that's a property manager, a tenant, or a financial officer. Using an Empathy Map Canvas helps the team capture what the user **says, thinks, does, and feels** about the

current process, as well as what they see around them and what pains and gains they experience. For example, a property manager might *say* "I'm always chasing late payments," *think* "I fear losing revenue if a lease renewal slips," *do* pull together spreadsheets and send reminders manually, and *feel* stressed or overwhelmed by ad-hoc workflows. They might *see* competing tools that promise automation and *hear* tenant complaints about clarity

