

IDEATION PHASE – DOCUMENT 1: BRAINSTORMING

Date	06 November 2025
Team ID	NM2025TMID06735
Project Name	Lease Management
Maximum Marks	4 Marks

Title: Brainstorming for “Lease Management”

BRAINSTORMING

1. Objective

The purpose of this brainstorming phase is to explore and evaluate multiple ideas to solve the challenges in traditional lease handling such as document mismanagement, payment delays, and lack of transparency. The goal is to identify a feasible technical solution — using Salesforce — to automate, track, and secure the leasing process between tenants and property owners.

2. Brainstorming Process

The brainstorming was conducted in three structured rounds:

Round	Focus Area
Ideation Round 1	Listing all possible problems in lease handling and possible digital solutions
Ideation Round 2	Shortlisting ideas based on feasibility, scalability, and user needs
Ideation Round 3	Converting filtered ideas into Salesforce-based system workflows

Tools used: Miro, Notepad, Jam board, and team discussion calls.

3. Stakeholders Involved

Stakeholder	Role in Brainstorming	Contribution
Property Owners	Shared real-life problems in managing multiple tenants	Explained rent follow-up, lease expiry issues

Tenants	Shared user experience issues	Reported lack of payment reminders & communication gaps
Real Estate Agents	Provided market workflow insights	Suggested features like document verification & renewal alerts
Technical Mentors	Guided Feasibility & Platform Selection	Ensured the idea fits Salesforce ecosystem



4. Idea Generation Methods

Method	Purpose
Mind Mapping	Mapped flow from Property → Lease → Tenant → Payment → Renewal
SCAMPER	Modified traditional lease process with automation & dashboards
Reverse Brainstorming	Asked: "Why do lease agreements fail?" to expose root issues (late rent, lost papers, no reminders)

5. Consolidated Ideas

Idea No	Idea Description	Feasibility	Impact
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1	Centralized lease document storage	High	High
2	Auto rent reminder & expiry alerts	Very High	Very High
3	Payment tracking dashboard	High	High
4	Tenant–Owner communication log	High	Medium
5	AI-based rent prediction	Low	Moderate

Final selected direction: Salesforce-based Automated Lease Tracking System

Why?

- Available free dev org
- Easy automation with Flows
- Role-based access for Owner, Tenant & Admin
- Real-time dashboards and reports

6. Rationale for Choosing Salesforce

Salesforce provides:

- Custom Objects for Lease, Tenant, Property, Payments
- Automation using Flow, Email Alerts & Triggers
- Dashboards for overdue rent, upcoming renewals, tenant status
- Secure cloud platform with user role control

7. Outcome of Brainstorming

The finalized concept “Lease Management” is a cloud-based lease management solution that:

- Stores all lease contracts digitally
- Automates rent reminders & renewal alerts
- Tracks payments and communication
- Reduces disputes through transparent records

It is designed to replace manual lease handling with a structured, automated Salesforce solution.