

IDEATION PHASE – DOCUMENT 3:

EMPATHY MAP CANVAS

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

Title: Empathy Mapping for “Lease Management”

1. Objective

The goal of this empathy mapping phase is to understand the emotions, motivations, and challenges of every stakeholder involved in the Lease Management system — including tenants, landlords, property managers, and administrative staff.

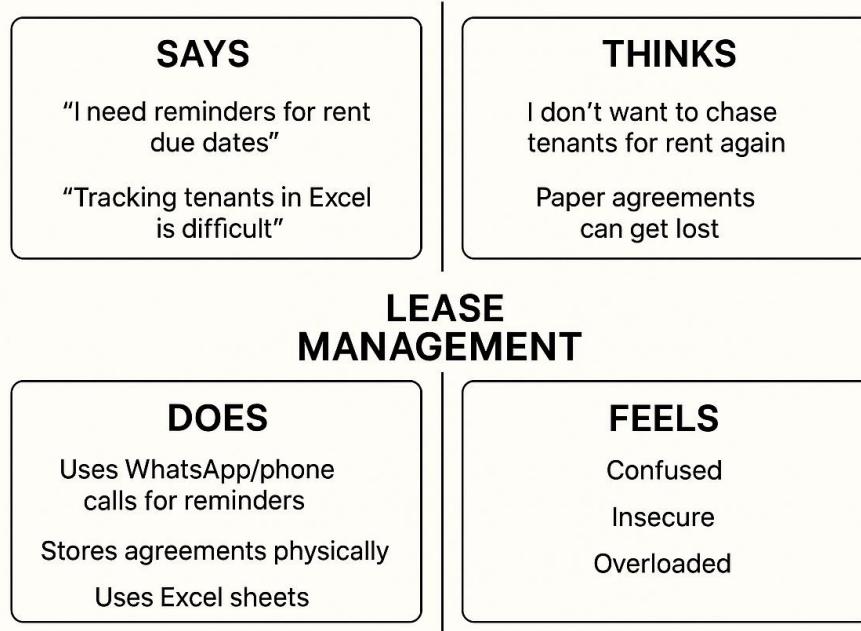
By mapping what each user **Says, Thinks, Does, and Feels**, we can design a more human-Centred Lease Management application that solves real problems instead of just storing rental data.

2. Stakeholders Identified

The empathy map focuses on four key user personas in the Lease Management ecosystem:

Persona	Role	Goal	Pain Points
Tenant	Rents property	Clear, simple rent & lease process	Hidden charges, manual paperwork, delayed updates
Landlord / Property Owner	Leases property	Get rent on time & track tenants	Rent delays, no proper record system
Property Manager	Handles multiple rental units	Monitor leases, payments, renewals	Manual tracking, reminders, spreadsheets
Admin / Accountant	Manages bills & compliance	Maintain clean audit and payment logs	Data mismatch, lost documents, no history

EMPATHY MAP



3. Empathy Map Canvas Layout

Below is the empathy mapping framework applied to all four personas.

Quadrant	Description	Key Insights
SAYS	What users express verbally during interaction or interviews	"I need reminders for rent due dates." / "Tracking tenants in Excel is difficult."
THINKS	What users think internally but may not openly share	"I don't want to chase tenants for rent again." / "Paper agreements can get lost."
DOES	Actions or behaviours users perform	Uses WhatsApp/phone calls for reminders, stores agreements physically, uses Excel sheets
FEELS	Emotional state, frustrations, and aspirations	Tenants feel confused, landlords feel insecure, managers feel overloaded and stressed

4. Empathy Map Analysis

By mapping these insights, several key observations were made:

- **Emotional Connection:**
Tenants and landlords both feel anxious due to unclear rent status and lack of transparency.
- **Behavioural Pattern:**
Most stakeholders still depend on manual processes like paper files, phone reminders, or spreadsheets.
- **Cognitive Gap:**
Stakeholders know digital solutions exist, but lack automation and centralization.
- **Pain Point Highlight:**
Admins struggle with rent history, document tracking, renewal reminders, and legal compliance.

5. Insights Derived

From the empathy mapping exercise, five actionable insights were derived:

1. **Automation reduces workload.**
Users want automatic reminders for rent, expiry, and documents.
2. **Transparency builds trust.**
Rent status, tenant history, and payment logs must be visible.
3. **Centralization increases efficiency.**
One dashboard for all leases, tenants, and payments is needed.
4. **Digital documentation prevents risk.**
Paper contracts can be lost or damaged.
5. **Alerts = peace of mind.**
Notifications reduce manual follow-ups and conflicts.

6. Design Implications for Lease Management

Insight	Design Decision
Rent delay issues	Add automated rent reminder system
Document tracking problems	Enable digital agreement upload & expiry alert
Manager workload	Create lease dashboard with active, expired, pending leases
Tenant confusion	Provide tenant portal with rent history & bills
Owner transparency need	Auto-generate report showing rent received & pending

7. Empathy Map Canvas Summary

The empathy map revealed that the success of a Lease Management System depends not only on storing lease data, but on **reducing stress, improving clarity, and building trust** among all stakeholders.

A well-designed Lease Management solution will:

- Automate reminders & renewals
- Track rent and documents in real time
- Reduce manual effort for managers
- Improve tenant-owner transparency
- Provide audit-ready records for admin

In short, empathy mapping transformed Lease Management from a basic record system into a **user-driven, trust-building solution**.