

Ideation Phase

Define the Problem Statements

Date	29 June 2025
Team ID	NM2025TMID07016
Project Name	Lease management
Team Members	Santhosh.S(Reg.No:912422104037) Sabari.A(Reg.No:912422104034) Santhanabharathi.G(Reg.No: 912422104036) Sivaprakash .R(Reg.No:912422104038)

1. Introduction

The ideation phase in lease management focuses on identifying innovative ways to optimize and streamline the process of managing leases — from creation and tracking to renewal and compliance.

Traditional lease management systems often rely on manual data entry, fragmented communication, and lack of visibility across departments.

2. Problem Statement

Current lease management processes face multiple challenges, such as:

- Manual inefficiencies: Time-consuming documentation and approval processes.
- Data inaccuracy: Errors due to manual data entry and poor version control.
- Lack of visibility: Difficulty tracking lease status, payments, and renewals.
- Compliance risks: Missed deadlines or non-adherence to legal/regulatory requirements.
- Fragmented communication: Limited coordination among finance, legal, and operations teams.

Defined Problem

Organizations that manage multiple property leases — whether for real estate, equipment, or commercial spaces — face persistent challenges due to inefficient, fragmented, and manual lease management processes.

3. Empathy Map Canvas

The Empathy Map helps understand the stakeholders (e.g., property managers, tenants, finance teams, legal departments) involved in the lease management process.

Section	Description
1. Who are we empathizing with?	1. Property managers, tenants, finance officers, and legal teams.
2. What do they need to do?	2. Manage lease agreements efficiently, track payments, ensure compliance, and monitor renewals.

4. Brainstorming & Idea Prioritization

- **Centralized Lease Management Portal** – A unified dashboard for all lease activities.
- **Automated Notification System** – Alerts for renewals, payments, and compliance deadlines.
- **AI-based Document Analysis** – Auto-extraction of key terms from lease documents.
- **Mobile Application** – On-the-go access for field agents and tenants.

Prioritization (Impact × Feasibility):

- **Impact** – The potential value or improvement the idea could bring to the lease management process (in terms of efficiency, accuracy, compliance, and user experience).
- **Feasibility** – The practicality of implementing the idea given current technology, cost, time, and resource constraints



Ideation process

5. Objectives

- To develop innovative ideas that enhance the efficiency and accuracy of lease management.
- To identify user pain points and translate them into actionable design and system improvements.
- To prioritize ideas based on value, impact, and feasibility.
- To establish a foundation for prototype development and validation in the next phase.
- .

6. Expected Outcomes

- A set of **validated and prioritized ideas** ready for conceptualization and prototyping.
- A clear understanding of **stakeholder needs** through the empathy mapping process.
- Identification of **high-impact opportunities** for automation and process improvement.
- A roadmap outlining the **next steps** for design and development phases.