Ideation Phase

Define the Problem Statements

Date: 26 October 2025
Team ID: NM2025TMID01082
Project Name: Lease Management System in Salesforce
MaximumMarks: 2 Marks

Customer Problem Statement Template

Property owners and tenants often face challenges in managing lease agreements, rent payments, and property information efficiently. Manual tracking of rental records and payment schedules leads to confusion, missed renewals, and errors in financial management. This results in communication gaps and operational inefficiency for both landlords and tenants.

There is no centralized system to automate lease creation, payment tracking, and renewal reminders. As a result, users rely on spreadsheets or paper documents, which are time-consuming and prone to data loss. The absence of automation also makes it difficult to generate reports or maintain accurate records of tenant history and property status.

Reference:
https://miro.com/templates/customer-problem-statement/

Example: Problem Statement (PS)

I am (Customer)	I'm trying to	But because	Which makes me feel
A Property Owner	Manage lease agreements, rent payments, and property details efficiently	The current process is manual and lacks automation for reminders and records	Overwhelmed and disorganized
A Tenant	Track rent payments, receive timely notifications, and access lease details easily	There is no automated system to provide reminders or digital access to lease documents	Frustrated and uncertain about due dates

Problem Statement PS-1:

As a property owner, I'm trying to manage lease agreements, tenant records, and rent payments in an organized way. However, the existing process is manual and lacks digital automation for tracking due dates and lease renewals. This often leads to missed payments and delays in communication.
I need a **Salesforce-based Lease Management System** that automates lease creation, renewal reminders, and payment tracking while maintaining a secure, centralized database of property and tenant information.

Problem Statement PS-2:

As a tenant, I want to receive automated notifications for rent due dates and access my lease details online. However, there is no system that provides centralized visibility or communication with the property owner. This leads to confusion about payment history and renewal dates.
A **Salesforce-based Lease Management System** with integrated alerts, online access, and transparent communication features would help tenants stay informed, make timely payments, and maintain a smoother leasing experienc

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