Ideation Phase

Empathize & Discover

Date: 27 October 2025
Team ID: NM2025TMID01082
Project Name: Lease Management System in Salesforce
Maximum Marks: 4 Marks

Empathy Map Canvas

In the *Empathize & Discover* phase, the team analyzed how property owners and tenants manage lease agreements, rent payments, and renewals. Through interviews and observations, it was identified that manual tracking leads to confusion, missed payments, and difficulty maintaining accurate records.

Many property owners struggle to organize tenant information and rent schedules, while tenants often forget payment deadlines due to lack of reminders. The absence of a centralized system creates miscommunication, payment delays, and financial discrepancies.

By understanding the real experiences, pain points, and needs of users, the team identified the importance of developing a **Salesforce-based Lease Management System** that can automate lease tracking, rent reminders, and reporting to improve efficiency and accuracy.

Reference: Empathy Map Canvas Template | Mura

Empathy Findings

User Type	Says	Thinks	Does	Feels
Property Owner	"It's hard to track who paid rent and whose lease is ending."	Wonders how to manage leases automatically.	Maintains rent records manually using Excel or paper files.	Feels stressed due to missed payments and confusion.
Tenant	"I forget rent due dates sometimes."	Thinks an automated reminder system would help.	Pays rent late or after being reminded manually.	Feels anxious about overdue payments.
Property Manager	"Renewal tracking and follow-ups are difficult."	Thinks automation can improve lease oversight.	Updates data manually and	Feels overwhelmed and overworked.

User Type	Says	Thinks	Does	Feels
			sends follow-ups one by one.	

Insights from Empathy Map

1. Lack of centralized digital records causes errors and delays.
2. No automated reminders for rent or lease renewal dates.
3. Manual communication between owners and tenants leads to inefficiency.
4. Need for dashboards to view payment status and property details clearly.

Proposed Solution

A **Salesforce-based Lease Management System** will address these challenges by:

- Automating rent reminders and lease renewals.
- Maintaining a centralized database for tenants, properties, and payments.
- Providing dashboards to visualize lease statuses and financial records.
- Enhancing communication between landlords and tenants through notifications and reports.

https://www.mural.co/templates/empathy-map-canvas