

Ideation Phase

Brainstorming

Date	03-11-2025
Team ID	NM2025TMID07221
Project Name	Lease Management

1. Introduction

Objective:

The brainstorming session aims to generate creative and effective solutions for the challenges identified in the Problem Statement and Empathy Map. It ensures that the Lease Management System (LMS) addresses real user needs in property leasing and tenant management.

Key Focus Areas:

1. Lease agreement tracking and alerts
2. Tenant and property management
3. Automated rent invoicing and reminders
4. Maintenance request tracking
5. Reporting and financial insights

Participants:

Property Managers
Finance/Accounts Staff
Maintenance Supervisors
Salesforce Developers
Project Manager

2. Brainstorming Methodology

Techniques Used:

1. Mind Mapping

Central Node: Lease Management System

Branches: Lease Tracking & Renewals , Tenant Management , Rent Invoicing & Reminders , Maintenance Scheduling , Reports & Dashboards

2. SWOT Analysis

Strengths: Centralized lease data, automation, Salesforce ecosystem

Weaknesses: Training required, initial data setup effort

Opportunities: Higher tenant satisfaction, reduced revenue leakage, improved efficiency

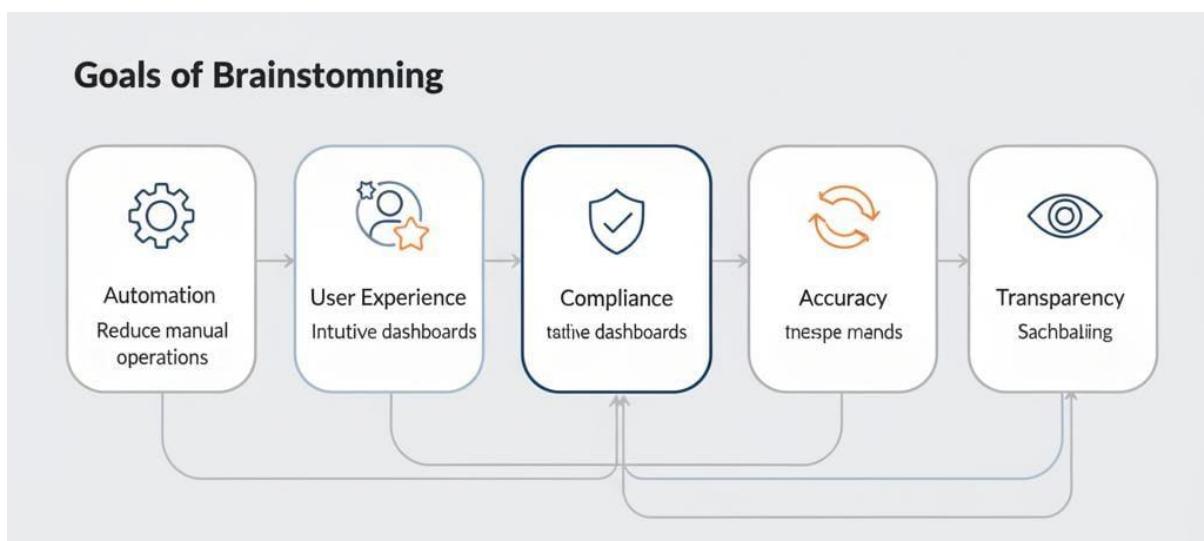
Threats: Resistance to digital system, manual data migration risks

3. “How Might We” Questions

How might we prevent missed lease renewals?

How might we automate rent invoicing and payment tracking?

How might we streamline tenant service requests?



3. Detailed Workflows

Workflow 1: Lease Expiry & Renewal Management

1. System identifies lease expiring within 30/60/90 days
2. LMS sends automated alert to Property Manager
3. Renewal notice sent to tenant via email/SMS
4. New agreement is generated and updated in the system
5. Tenant confirmation recorded & dashboard status updated

Workflow 2: Maintenance Management

1. Tenant submits maintenance request
2. LMS assigns request to maintenance team/vendor
3. Technician updates job status on completion
4. Tenant notified and feedback collected
5. System logs maintenance history & costs

Workflow 3: Reporting & Analytics

1. Dashboards show occupancy, expiring leases, payments
2. Revenue reports generated automatically
3. Weekly status reports emailed to management
4. Data used for budgeting and forecasting



Conclusion

The brainstorming phase highlighted solutions focused on automation, transparency, and user convenience. By implementing the identified features, the Lease Management System will Prevent missed renewals , Automate rent billing & reminders , Improve tenant service delivery , Ensure accurate reporting , Enhance operational efficiency , Overall, LMS ensures seamless lease lifecycle management and strengthens financial control while improving tenant experience.