Ideation Phase

Empathy Map Canvas

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Team ID	NM2025TMID07221
Project Name	Lease Management

1. Introduction

An Empathy Map helps understand the users of the Lease Management System (LMS), their behaviors, pain points, and goals. By visualizing these insights, we can design features that align with real-world needs in managing lease properties and tenants.

Purpose:

Identify what users say, think, do, and feel

Understand frustrations and motivations

Align system features with user expectations

Users of LMS:

Property Managers

Finance/Accounts Team

Tenants

Maintenance/Facility Staff

2. Detailed User Personas

Persona 1: Property Manager - Suresh

Role: Manages properties, lease agreements, and tenant information

Goals: Track lease renewals and occupancy , Ensure timely rent collection , Maintain good tenant relationships

Frustrations: Manual contract and renewal tracking , Difficulty managing multiple tenants , Delayed communication

Daily Tasks: Reviewing lease contracts , Calling tenants for payments and renewals , Updating spreadsheets and records
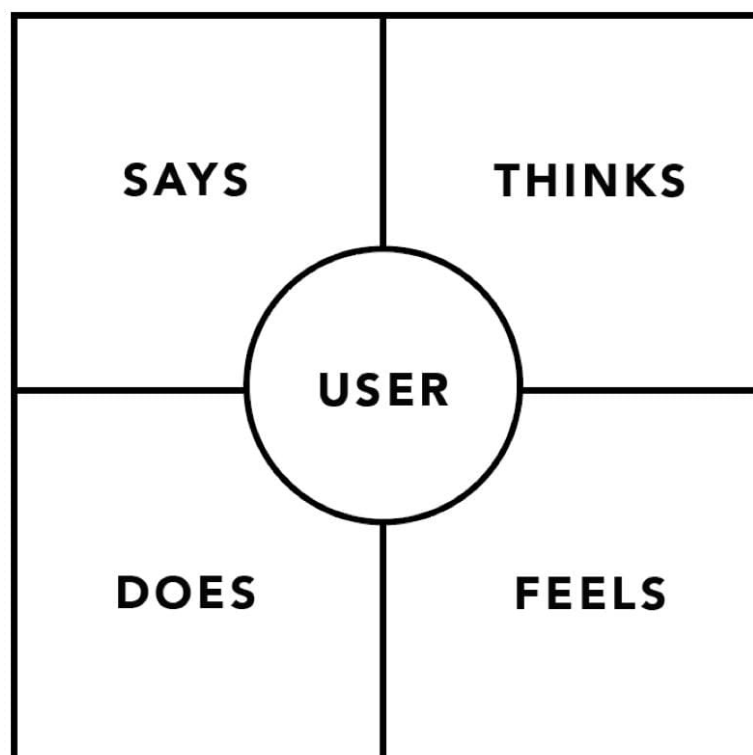

Persona 2: Finance Officer - Priya

Role: Manages rent invoices and payment tracking

Goals: Ensure timely rent collection , Maintain accurate financial records , Reduce late payments and disputes

Frustrations: Manual invoicing and reconciliation , Hard to track overdue tenants , Lack of real-time payment visibility

Daily Tasks: Generates invoices , Follows up on pending dues , Compiles monthly revenue reports

EMPATHY MAP

SAYS	THINKS
DOES	**FEELS**

USER

3. Empathy Map Table

Category	Property Manager	Finance Officer	Maintenance Staff	Tenant
Says	"I need reminders for lease renewals."	"We must track pending payments easily."	"I need clear service requests."	"I want a simple portal to view bills and raise complaints."
Thinks	"Manual tracking is risky."	"Delayed payments hurt cash flow."	"Work orders should be organized."	"I hope my service request gets resolved quickly."
Does	Maintains spreadsheets, calls tenants, checks lease expiry	Manually creates invoices, updates payment records	Visits properties, logs maintenance manually	Calls landlord, sends messages, visits office for rent
Feels	Worried about missed renewals	Stressed about tracking dues	Overloaded with manual follow-ups	Frustrated with delays in communication

4.User Scenarios

Scenario 1: Lease Renewal Alert

System detects a lease expiring in 30 days

Property Manager receives auto alert

Renewal letter generated automatically

Tenant notified via email/SMS/portal

Contract renewal updated in LMS

Outcome: No missed renewals; seamless continuation
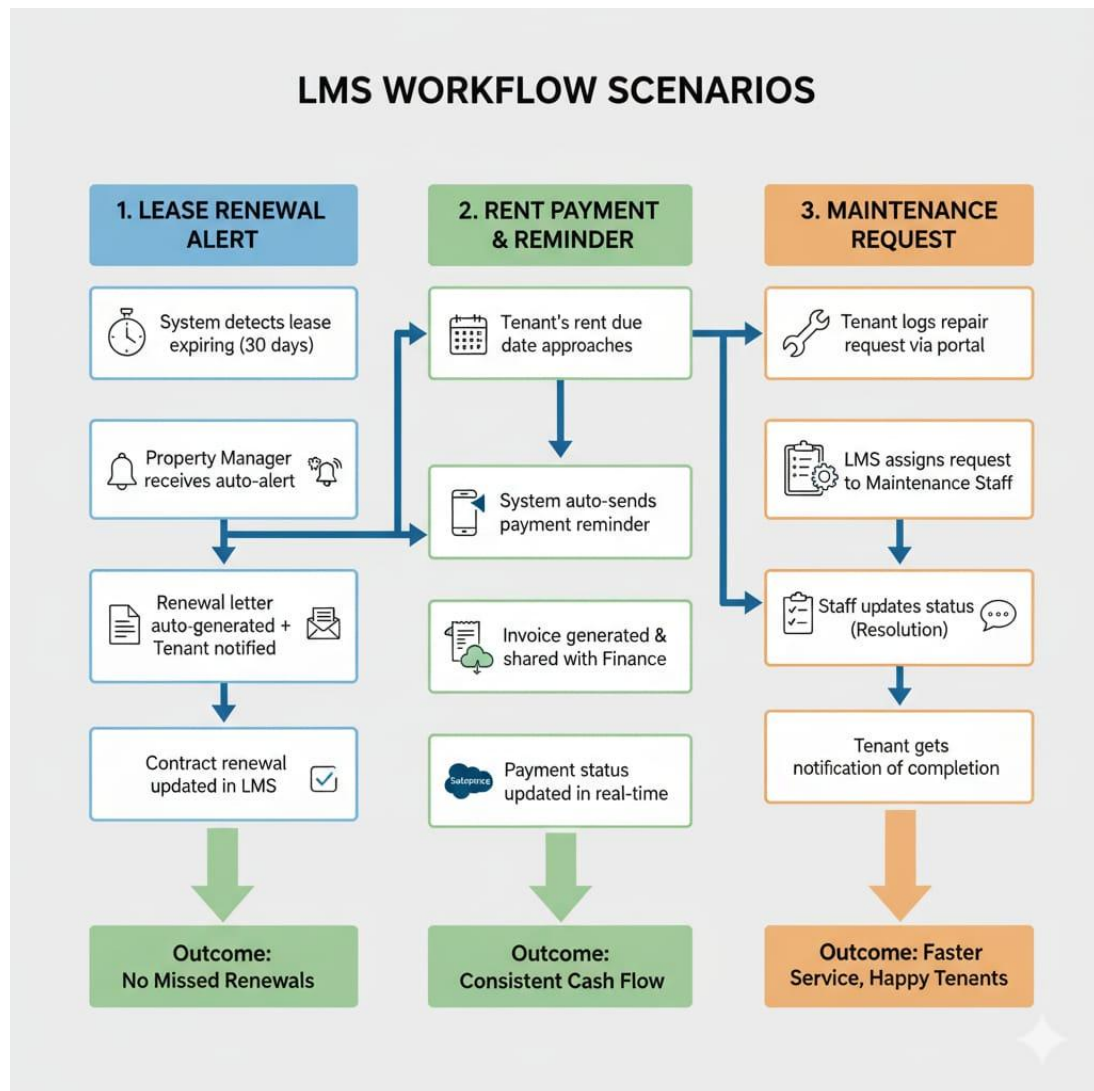
Scenario 2: Maintenance Request

Tenant logs a repair request in portal

LMS assigns request to maintenance staff

Staff updates status after resolution

Tenant gets notification of completion

Outcome: Faster service and improved tenant satisfaction

Conclusion

The Empathy Map Canvas highlights that users require a centralized, automated, and transparent lease management solution. A Salesforce-based Lease Management System fulfills these needs by Providing lease reminders , Automating invoices and payments , Enabling digital tenant communication , Simplifying maintenance tracking. This leads to fewer errors, better tenant experience, and efficient operations.