

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	02 November 2025
Team ID	NM2025TMID04966
Project Name	LEASE MANAGEMENT
Maximum Marks	4 Marks

Project Overview: Lease Management System in Salesforce

This project focuses on developing a centralized Lease Management System using Salesforce to streamline the handling of property leases between landlords and tenants. The main objective is to automate lease tracking, rent payments, and renewal reminders, minimizing manual errors and improving efficiency. The system aims to connect property owners, tenants, and property managers through a unified digital platform. Landlords can register property and lease details, tenants can track rent due dates, and property managers can monitor maintenance requests and financial records. This process ensures organized record-keeping, timely communication, and secure digital documentation. The workflow includes lease registration, rent scheduling, renewal alerts, and issue management. Automation tools like Salesforce Flows and Dashboards enhance accuracy and visibility. The project promotes digital transformation in real estate, improving transparency and efficiency across all stakeholders.

Step 1: Team Gathering, Collaboration, and Problem Selection

The team collaboratively discussed several operational challenges faced in property and lease management. Through brainstorming and research sessions, the team identified manual tracking of leases, missed rent renewals, and inefficient communication as key pain points. Therefore, the selected problem statement is:

“To develop a Salesforce-based Lease Management System that simplifies and automates property lease operations.”



Step 2: Brainstorm, Idea Listing, and Grouping

Brainstorm:

Team members shared ideas on how to automate and manage lease-related activities efficiently while maintaining data security and user accessibility.

Idea Listing:

- Automate lease renewal reminders and payment notifications.
- Provide dashboards for landlords and tenants.
- Enable secure digital storage for lease agreements.
- Integrate maintenance tracking and service requests.
- Include analytics for rent trends and occupancy rates.
- Automate communication through Salesforce workflows and email alerts.

Grouping:

Ideas were grouped into three main categories:

1. Lease and Tenant Management
2. Payment & Renewal Automation
3. Maintenance & Reporting

Action Planning:

Each category was assigned to team members for detailed analysis and Salesforce implementation. Responsibilities included UI design in Salesforce Lightning, Flow automation setup, and testing with real estate data. Visual process diagrams will be used to define system workflows and user interactions.

List Of Ideas For Effective Brainstorming Process



Step 3: Idea Prioritization

Idea Prioritization:

The prioritized idea is to build a Salesforce-based Lease Management System that connects landlords, tenants, and property managers in real time.

By focusing first on lease tracking and automated notifications, the system ensures immediate operational improvement. The project is divided into phases — lease registration, rent automation, and maintenance workflow integration.

Prioritizing automation, security, and scalability allows the team to focus on the most impactful and sustainable solution.

Visual flowcharts and Salesforce dashboards will illustrate data flow from lease creation to payment, ensuring clear planning and implementation.

The Product Ideation Process

