

## **Ideation Phase**

### **Empathize & Discover**

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

In the Empathize and Discover phase, the team studied how property owners, tenants, and property managers handle lease agreements, rent tracking, and communication. They learned that many stakeholders face challenges in tracking lease renewals, managing payments, and maintaining transparent communication between all parties.

By interacting with landlords, tenants, and real estate agents, the team identified that the lack of a centralized digital system leads to confusion, delayed rent collections, and missed lease renewals. Landlords often lose track of important dates and documents, while tenants experience difficulties receiving timely updates or maintenance responses.

Through these insights, the team understood the importance of creating a Salesforce-based Lease Management System that connects all parties seamlessly. This understanding helps in designing a solution that ensures efficient, transparent, and real-time property lease management.

### **Example: Salesforce Lease Management Application**

By deeply understanding users through empathy mapping, the team identified the critical issues in managing leases — such as manual tracking, communication gaps, and payment delays. These insights showed that all stakeholders desire a simpler, more transparent, and automated way to manage lease operations.

As a result, the team designed a Salesforce-based solution that includes automated alerts, workflow-driven processes, and interactive dashboards. This enables property owners and tenants to seamlessly manage lease agreements, ensure timely payments, and maintain strong, transparent relationships — all through one unified platform.