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| <div>1. CUSTOMER SEGMENT(S)<div>CS</div><div><ul style="list-style-type: none">- People Living in the City- Home Makers- Disabled- Environment concerned people- Health concerned people- Mostly of age 23-79 years</div></div> | <div>6. CUSTOMER CONSTRAINTS<div>CC</div><div><ul style="list-style-type: none">- Regular Updation Required- Awareness about the technology is a constraint- Reliable internet connection is crucial</div></div> | <div>5. AVAILABLE SOLUTIONS<div>AS</div><div><ul style="list-style-type: none">- Waste monitoring- Waste asset management- Relieve traffic congestion</div></div> |
| <div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div><div><ul style="list-style-type: none">- Overflow- Door to Door services- Development- Portability of Applications</div></div> | <div>9. PROBLEM ROOT CAUSE<div>RC</div><div><ul style="list-style-type: none">- Improper waste collection and disposal.- Deterioration of Earth's ecosystem due to pollution.- Spread of diseases due to unhygienic conditions.</div></div> | <div>7. BEHAVIOUR<div>BE</div><div><ul style="list-style-type: none">- Take cognisance of the problem.- Segregate the waste during disposal.- Waste management.</div></div> |

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| <div>3. TRIGGERS<div><ul style="list-style-type: none">- Environmental Concerns- Health Concerns- Economical Concerns</div></div> | <div>10. YOUR SOLUTION<div>SL</div><div><p>The proposed solution helps to maintain a cleaner and healthier environment. This project can be a completely automated process, thereby easing the laborious work. The project aims to maintain a sustainable, pollution-free and a healthy environment.</p></div></div> | <div>8.CHANNELS of BEHAVIOUR<div>CH</div><div><div>ONLINE</div><div>App Usage</div><div>OFFLINE</div><div>Responsibly segregate the waste.</div></div></div> |
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| | <div><div>4. EMOTIONS: BEFORE / AFTER</div><div>EM</div><div><div>Before:</div><div>Scared, Feel of Expenses, Environment concerns</div><div>After:</div><div>Happy, Satisfied, Environmental Friendly, Cheap, Healthy</div></div></div> | | | |
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