1. CUSTOMER SEGMENT(S)   CS

- People Living in the City
- Home Makers
- Disabled
- Environment concerned people
- Health concerned people
- Mostly of age 23-79 years

6. CUSTOMER CONSTRAINTS   CC

- Regular Updation Required
- Awareness about the technology is a constraint
- Reliable internet connection is crucial

5. AVAILABLE SOLUTIONS   AS

- Waste monitoring
- Waste asset management
- Relieve traffic congestion

2. JOBS-TO-BE-DONE / PROBLEMS   J&P

- Overflow
- Door to Door services
- Development
- Portability of Applications

9. PROBLEM ROOT CAUSE   RC

- Improper waste collection and disposal.
- Deterioration of Earth's ecosystem due to pollution.
- Spread of diseases due to unhygenic conditions.

7. BEHAVIOUR   BE

- Take cognisance of the problem.
- Segregate the waste during disposal.
- Waste management.

3. TRIGGERS

- Environmental Concerns
- Health Concerns
- Economical Concerns

10. YOUR SOLUTION   SL

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.

8. CHANNELS of BEHAVIOUR   CH

ONLINE

App Usage

OFFLINE

Responsibly segregate the waste.

4. EMOTIONS: BEFORE / AFTER EM

Before:
Scared, Feel of Expenses, Environment concerns

After:
Happy, Satisfied, Environmental Friendly, Cheap, Healthy