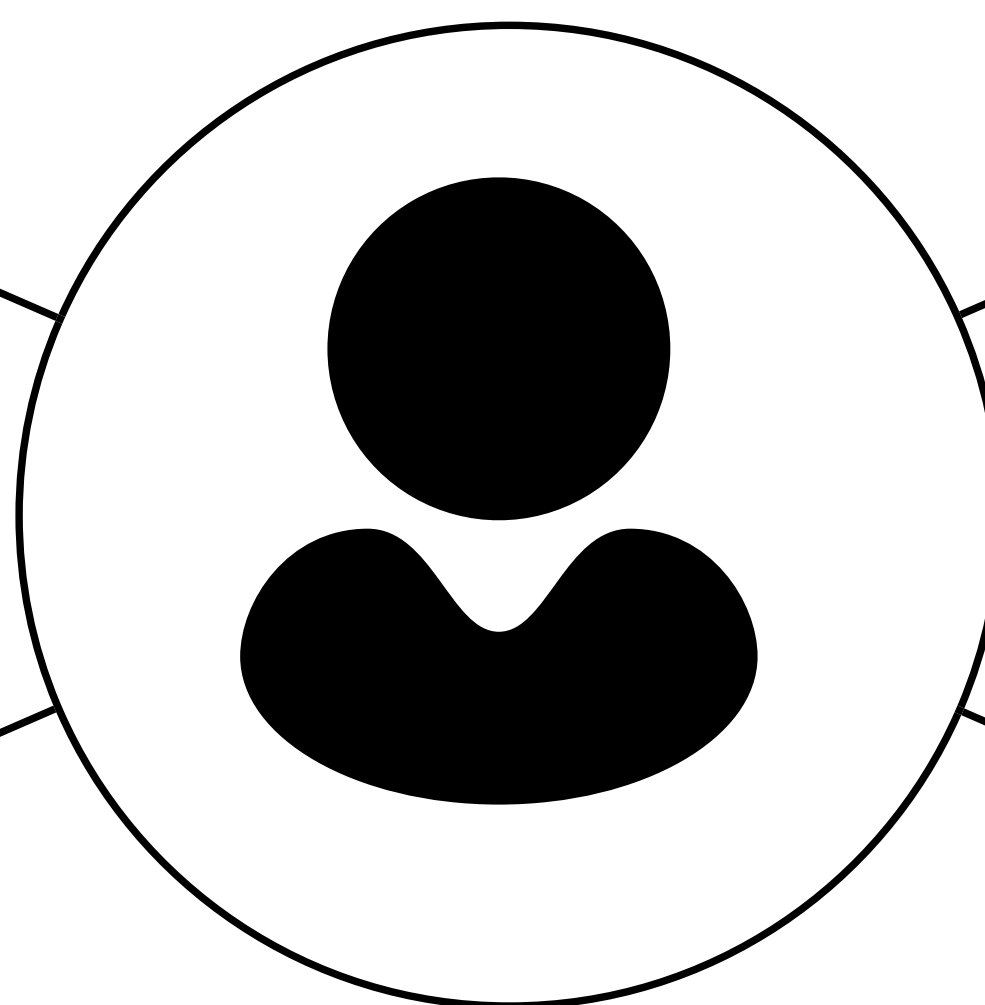


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



- Recognizes human
- Guaranteed
- Automated

- Best way of treating garbage
- Good initiative approach
- Easy

- Servo motor
- Checks the durability
- Quality

What do they
SEE?

environment
friends
what the market offers

What do they
HEAR?

what friends say
what boss say
what influencers say

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- Recommendation of the product
- Personalized
- Easy accessible

PAIN

fears
frustrations
obstacles

- Long setup process
- Device fault
- Needs technical Knowledge

GAIN

"wants" / needs
measures of success
obstacles

- Helps using the garbage bin untouched
- prevent bacterial diseases
- Human interaction is very less