

# CUSTOMER JOURNEY MAP



## Smart waste management

conservancy staff:  
our customers are scavengers and sweepers  
who are in incharge for the particular area bins.

### EXPECTATIONS

- Bin level monitoring
- Exact location of bins
- Automatic route mapping

### ACTIONS

1. create an google account
2. login to the application

"Welcome to smart waste management"

"Bin level"

### TOUCH POINT

3. Explores site and looks at the bin levels
4. If bin was filled location will be shared

"log in to the website"

### CUSTOMER THOUGHT

5. Bin location shared
6. Short route to the bin will shared
7. Constantly checks the app for new updates

"Conservancy staff get the exact location"

### CUSTOMER FEELING

8. Collect the bins
9. with short period of time the dustbins will be cleared

"Its very useful to make the environment clean"

### OPPURTUNITIES

11. Continuously updates the bin level
12. Help center will be there for any issues
13. Notifications will be shared
14. Chooses the location with just one click

"I wonder if We can get a better surroundings"

