

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Each and every individual in the society	6. CUSTOMER CONSTRAINTS CC Since metropolitan cities covers large area, implementation of this project requires more time and each and every individual should work for it. Also we are lack of development of technology in this field is a major issue.	5. AVAILABLE SOLUTIONS AS The garbage level in dustbins is monitored continuously monitored and once if the dustbin gets filled it automatically getslocked and the message will be sent to the municipality workers. This will be the best solution for this problem.	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P There are several issues faced by the residents of the flats. One of them is the disposal of solid waste. This is due to high housing demands which have drastically risen because of migration from villages to cities to find work.	9. PROBLEM ROOT CAUSE RC The main reason for this problem is increase in population in metropolitan cities. This is mainly due to development of the technology and people started to migrate form rural areas to urban due to unemployment.	7. BEHAVIOUR BE They should inform the municipality workers about the problem or they should voluntarily involve in waste management activities.	Focus on J&P, tap into BE, understand RC
	3. TRIGGERS TR They get triggered after seeing the people who are affected with some diseases like cholera, typhoid andsome skin diseases due to the improper handling of waste. And also by seeing awareness programs about waste management.	10. YOUR SOLUTION SL Our solution for this problem is the garbage level of the dustbin is continuously monitored by the sensor and once if the dustbin get	8. CHANNELS of BEHAVIOUR CH Online: Advertising about the issue in internet, television, and creating some postures about the impact of the problem.	

Identify strong TR & EM	<p>4. EMOTIONS: BEFORE / AFTER EM</p> <p>Before: They get affected with some air borne diseases and the city is also more polluted.</p> <p>After: But it helps them to diagnose about the problem in early stage and they took some effective measures in waste management to avoid the problem.</p>	<p>filled, it automatically gets locked. Simultaneously message will be sent to the respective municipality worker and then he can dispose the waste effectively.</p>	<p>Offline: Organising a campaign and awareness program in public places and schools.</p>	Identify strong TR & EM
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