Empathy Map What do they THINK AND FEEL? management (SWM) is a what really counts Its a good major preoccupations initiative major problem worries 8 aspirations An increasing trend in the percentage of solid waste Much needed one in todays processing has enviornment What do they been observed What do they HEAR? SEE? Shows The advancement of technology what friends say environment what boss say friends urban solid what influencers say what the market offers What do they SAY AND DO? Purchase proper Recycle, Reuse and Reduce segregation of waste at wisely and attitude in public recycle. appearance source behavior towards others Lack of strict legal and regulatory framework PAIN GAIN fears "wants" / needs frustrations measures of success obstacles obstacles Quality aspects related to recycling