1. CUSTOMER SEGMENT(S)

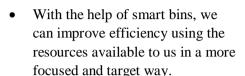
This product is for trash collectors in metropolitan cities and also people who likes to create a cleaner, safer. more hygienic environment it is ideal for busy locations such as campuses theme parks, airports, railway stations and shopping malls.

6. CUSTOMER CONSTRAINTS



Insufficient data collection.

5. AVAILABLE SOLUTIONS



Reduce the number of bins required- decluttering and improving the street scene.

- Avoids unnecessary lumping of wastes on road side as it alerts the authorized person to empty the bin whenever the bins are full
- Less man power, can view the location of every bin using web application

9. PROBLEM ROOT CAUSE

- Poor waste management which leads to adverse health outcomes.
- Rapid urbanization, population growth and economic development will push global waste generation to increase by 70%

7. BEHAVIOUR

RC

Improper waste management can lead to adverse health outcomes so buying and using the product is more benefit

ocus on J&P, tap into BE, understand RC

BE

3.TRIGGERS

Due to over flowing of bins, if there is a odour, trash collectors think for a solution and buy it in busy locations such as campuses theme parks, airports, railway stations and shopping malls, for all metropolitan cities

4. EMOTIONS: BEFORE AFTER

- At first, trash collectors find it difficult to empty the bin because they didn't know when the bin got full
- After, improvement in monitoring system as it alerts the authorized person to empty the bin and able to get the weight of the garbage in bin, it becomes easy task for them;

10. YOUR SOLUTION

- The designed system can result in the availability of valuable materials to reuse.
- The designed system also reduces the labor time avoids unnecessary lumping of wastes on road sides.

8. CHANNELS of BEHAVIOUR

ONLINE

Searching through the internet to get the detailed statistics about the waste you collected, data for optimizing waste collection

OFFLINE

Create an efficiency campaign to raise awareness about waste management