

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

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

CC

- May have confusions on emptying the bins.
- Insufficient data collection.

5. AVAILABLE SOLUTIONS

AS

- With the help of smart bins, we can improve efficiency using the resources available to us in a more focused and target way.
- Reduce the number of bins required- decluttering and improving the street scene.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

- 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

RC

- 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

BE

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

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

<p>3.TRIGGERS</p> <p>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</p>	<p>10. YOUR SOLUTION</p> <ul style="list-style-type: none"> • 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. 	<p>8.CHANNELS of BEHAVIOUR</p> <p>ONLINE</p> <p>Searching through the internet to get the detailed statistics about the waste you collected, data for optimizing waste collection</p> <p>OFFLINE</p> <p>Create an efficiency campaign to raise awareness about waste management</p>
<p>4. EMOTIONS: BEFORE AFTER</p> <ul style="list-style-type: none"> • 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; 		