

*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations

**Disgust and  
the  
necessity of  
maintaining  
personal  
hygiene**

**Thoughts  
regarding life  
safety**

**Location of  
the trash  
can**

*What do they*  
**SEE?**

environment  
friends  
what the market offers

**Estimated time  
of the garbage  
can to become  
full**

**Pop  
notification  
from the app**

**Once the trash  
is too full to fit  
in the bin,  
empty it on a  
regular basis.**

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

**Regular  
monitoring of  
the rubbish  
level**

**Pop-ups with  
pre-recorded  
audio**

**Garbage bin  
location**

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

**When the  
trash is full,  
a notification  
is sent to the  
appropriate  
person.**

**PAIN**

fears  
frustrations  
obstacles

**Cause illnesses  
and pollution  
as well**

**Causes  
environmental  
issues if not  
learned**

**GAIN**

"wants" / needs  
measures of success  
obstacles

**By frequently  
checking and  
emptying the  
bins,  
environmental  
risks can be  
minimized.**

**Public  
disturbances  
are  
preventable**

