



# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

Real time  
monitering

Detailed  
database

Clean  
environment

## What do they SEE?

environment  
friends  
what the market offers

Smart waste  
bins

# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

Recording the  
number of  
times they're  
empited

Internet  
connected

Sensor  
enabled

Conclusion ?

smart  
management

Environment  
hygiene

## PAIN

fears  
frustrations  
obstacles

Unclean  
environment

wastage of  
resoures

Increase cast  
of dustbin

## GAIN

"wants" / needs  
measures of success  
obstacles

Energy  
recovery

Improving  
efficiency

Reduction in  
collection costs