What do they THINK AND FEEL?

what really counts

major preoccupations

worries & aspirations

- Inadequate service coverage
- Operational inefficiencies of services
- Limited utilization of recycling activities
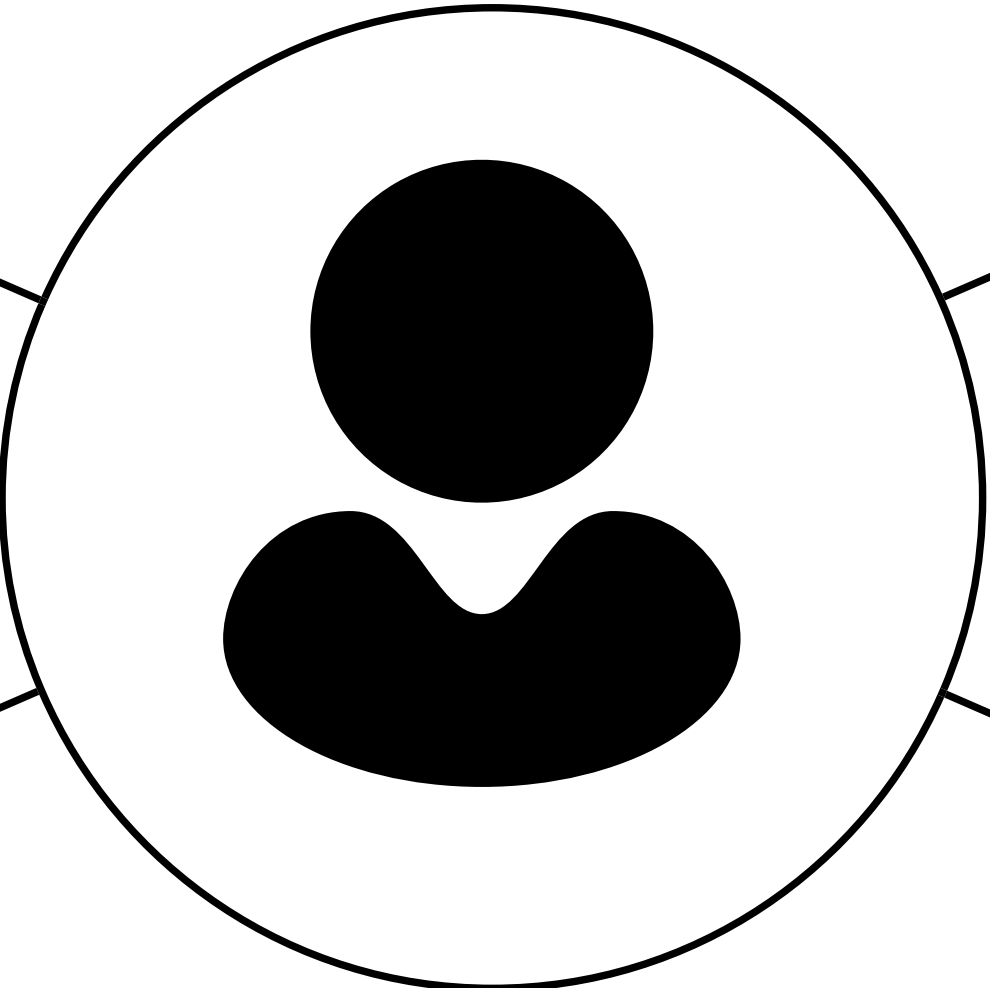
What do they HEAR?

what friends say

what boss say

what influencers say

- Improve efficiency
- Time Saving
- Difficult to implement

What do they SEE?

environment

friends

what the market offers

- Fire and tilt alarm
- Database of citizen reports
- Predictions for bin fulness

What do they SAY AND DO?

attitude in public

appearance

behavior towards others

- an effective way
- good step towards digitlization
- requires skilled engineering

PAIN

fears

frustrations

obstacles

- Process is not always cost-effective
- The resultant product has a short life
- The sites are often dangerous

GAIN

"wants" / needs

measures of success

obstacles

- Practice is highly lucrative
- Keeps the environment clean and fresh
- Reduces environmental pollution