

TeamID:PNT2022TMID19946

CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

Public sectors,
private
individuals ,
property owners ,
many other
companies

people in any
locality with
municipal
corporation in
their area

6. CUSTOMER CONSTRAINTS

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

Being
technology
based, it needs
an internet
connection to
work.

Customers may
need some
devices to
access the bin

Alternative
power sources
like solar
energy can be
used.

5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notes.

Digital trash cans are a
good alternative to
traditional dustbin because
they can monitor how full
they are and send
notifications to customers.

Think about
ways to shop
more eco-
friendly by using
reusable bags.

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

Proper
Maintenance

Separate
degradable
and non-
degradable
wastes

Declining
the
capital
investments

9. PROBLEM ROOT CAUSE

What is the real reason that this problem exists?
What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

irregular
collection
of bins .

municipal
corporations donot
know the information
regarding the bins.

difficulty in
appointing proper
pathway for
garbage collection

7. BEHAVIOUR

What does your customer do to address the problem and get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits;
indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

Take the
survey
of usage
and faults

First setup a
garbage
monitoring
system

setup the
system after
correcting the flaws

3. TRIGGERS

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

4. EMOTIONS: BEFORE / AFTER

How do customers feel when they face a problem or need to get the job done?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

Before using our product ,
society
suffered many health

after using our product
people will admire it

air pollution due to the
stagnant wastes

10. YOUR SOLUTION

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

Using ultrasonic sensor to
monitor the garbage bins.

An application for interaction
with
customers

issues

8. CHANNELS of BEHAVIOUR

8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7

8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

online:
there would be an
immediate
complaint if the garbages
aren't collected

online:
sometimes customers may
feel
difficult to use online
applications

offline:

fine CS, fit into CC

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

Identify strong TR & EM

Explore AS, differentiate

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

Identify strong TR & EM

After using our product ,
they feel a clean society

Identifying the filled bins and
plotting the shortest pathway
for the transportation

the offline process of knowing the details about
garbage bins is difficult
one and time consuming.