Define

S

1. CUSTOMER SEGMENT(S) CS Who is your customer? i.e. working parents of 0-5 y.o. kids Public sectors, private people in any individuals, __

locality with municipal corporation in their area

J&P

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

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

5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when they face the

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

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

Think about ways to shop more ecofriendly by using reusable bags.

BE

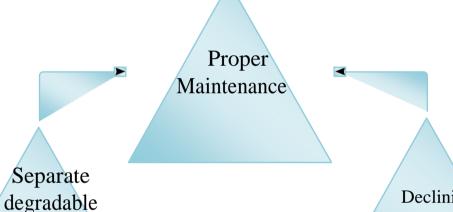
2. JOBS-TO-BE-DONE / PROBLEMS

property owners,

many other

companies

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



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

i.e. customers have to do it because of the change in



municipal corporations donot know the informationregarding the bins.

difficulty in appointing proper pathway for garbage collection

Alternative

power sources

like solar energy

can beused.

RC

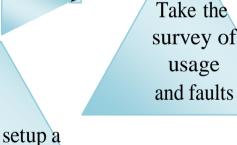
need some

devices to access

the bin

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)



First setup a garbage monitoring system

setup the system after correcting the flaws

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3. TRIGGERS

and non-

degradable

wastes

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

> comparison by neighbouring areas

after using our product people will admire it

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

Identifying the filled bins and plotting the shortest pathwayfor the transportation

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

8.2 OFFLINE

8.1 ONLINE

and use them for customer development.

online: there would be an immediate complaint if the garbages are'nt collected

online: sometimes feel difficult to use online applications

offline:

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

4. EMOTIONS: BEFORE / AFTER

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

Before using our product, society suffered many health

issues

air pollution due to the stagnant wastes

After using our product, they feel a clean society

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

customers may