Define CS fit in to CT

1. CUSTOMER SEGMENT(S) CS

- ❖ Waste holders, such as private individuals, property owners or companies are our customers.

6. CUSTOMER CC

- ❖ As it is technology based it needs internet access to work properly.
- ❖ Customers need to buy some IOT Devices to access.
- ❖ They may use solar energy instead of electrical power.

5. AVAILABLE SOLUTIONS AS

- ❖ Shop eco _friendly with reusable bags.
- ❖ Join buy -and-sell groups.
- ❖ Digital trash bins are alternative to dustbins, because digital bins can detect the trash level and send notifications to the customers.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS J&P

- ❖ Separate your waste.
- ❖ Create a composite site.
- ❖ Growing pressure in outdated waste managnent infrastructure, with declining level of capital investments and maintence.

9. PROBLEM ROOT CAUSE RC

- ❖ Lack of industry expertise.
- ❖ Emission of greenhouse gases.
- ❖ Poor recycling quality due to lack of education.

7. BEHAVIOUR BE

- ❖ If the sensors are not working properly contact the customer care or drop a message.

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

★ AMALTAMA

Identify strong TR and EM

3. TRIGGERS TR

- ❖ Seeing how neighbors are having a clean environment after using it people will get admire my seeing others.

4. BEFORE /AFTER

❖ Before using this technology, society is suffered by health issues because the waste products produce air pollution.

❖ After using this technology, they feel at easy as it

10. YOUR SOLUTION SL

- ❖ Our solutions is to manage the waste efficiently by indicating the garbage level to the users as well as authenticating persons to collect it and proceed to further process with the garbage.
- ❖ The purpose is of making clean Environment.

REDUCE- REUSE-RECYCLE

8. CHANNELS of BEHCHANAVIOUR CH

ONLINE:

- ❖ If it is in online mode, the bin is full it sends the notification to the authorized persons

OFFLINE:

- ❖ If it is offline every day the waste collecting trucks will collect garbage from home.

Extract online & offline CH of BE