

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none">➤ Common people including working people and scavengers who collect garbage from common people.	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none">➤ People need access to internet with proper bandwidth to use this technology.➤ Workers need proper technical knowledge and support to do their work properly.➤ Skilled labours are necessary	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none">➤ The 3 R's – Reduce, Reuse and Recycle.➤ Usage of eco-friendly products.➤ Proper disposal of waste	Explore AS, differentiate

Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none">➤ Separate your waste➤ Find the nearest Dust bin➤ Close the dustbin properly after use	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none">➤ The root cause of this problem is improper disposal and collection of waste due to improper management of the system	7. BEHAVIOUR BE <ul style="list-style-type: none">➤ If the dustbins are not collected regularly even after the implementation, contact customer care for the guidelines.	Focus on J&P, tap into BE, understand RC

I d e n t i f y s t r o n g T & E M	3. TRIGGERS TR The triggers that make people use this are: <ul style="list-style-type: none"> ➤ The initiative taken by the government ➤ The responsibility of each citizen ➤ Knowing how others countries keep their environment clean and green 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> ➤ Our solution is to keep the designed, smart dustbin in each street, where people in that particular area can dispose their waste periodically. ➤ Once the dustbin is filled, it will be notified to the nearest scavenger to collect them ➤ These wastes are then sorted out and properly disposed. 	8. CHANNELS of BEHAVIOUR 8.1. Online: <ul style="list-style-type: none"> ➤ All the status of the dustbins and their disposal period is monitored and synced in online platform. 8.2. Offline: <ul style="list-style-type: none"> ➤ Calculation of the status of the dustbin – How much is filled? What is the weight of the dustbin? Etc. are done in offline mode. 	I d e n t i f y s t r o n g T & E M
	4. EMOTIONS: BEFORE / AFTER EM Before: People would have complained about the nasty dustbins and improper maintenance of the system After: Even if it takes a while for the workers and common people to adopt to this, they will find It very useful			