

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Every citizen is a customer	6. CUSTOMER CONSTRAINTS CC Everyone needs a compatible device and a good network connection.	5. AVAILABLE SOLUTIONS AS Adding separate bins for different wastes which was not used effectively. Sanitization of the bins is not done regularly in the past.	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P The disposable must be done in a proper way so that all the waste goes to their respective bins The maintenance and the updation of the web application must be proper	9. PROBLEM ROOT CAUSE RC There is no proper disposal of waste in cities. The amount of waste is increasing day by day where as the waste being recycled is very less.	7. BEHAVIOUR BE The customer only needs to separate the different types of household waste.	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TR For the betterment and cleanliness of the individual and the environment.	10. YOUR SOLUTION SL The current cities have separate bins for different wastes which are not being used effectively, to make them more effective two more bins are added(e-waste, medical waste). biodegradable waste is made into dry waste by collecting the water into micropores and storing them in container to prevent the pungent odour. The biodegradable processed dry waste is converted into compost. The updation of the bins is done frequently in the web application by which the overflow of waste is not possible	8.CHANNELS of BEHAVIOUR CH 8.1 online The customers have to be updated by looking in the web application. 8.2 offline Each individual must throw the waste in the respective bins.	Identify strong TR & EM
	4. EMOTIONS: BEFORE / AFTER EM Before: There is no cleanliness and hygiene After: There is a clean city and good health of the individual.			