

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)</div><div>CS</div><div>Municipality and Local authorities of Metropolitan cities of India. (Mumbai, Delhi, Chennai, Bangalore, Kolkata etc.)</div></div>	<div><div>6. CUSTOMER CONSTRAINTS</div><div>CC</div><div>Lack of proper waste management technology within budget -concerns relating to the maintenance if such a technology is employed</div></div>	<div><div>5. AVAILABLE SOLUTIONS</div><div>AS</div><div>Routine collection of garbage from the trash bins by the trucks each morning. If the garbage bins are not filled it will be a waste of manpower, fuel and time. If waste collection is scheduled less frequently it will lead to overflowing waste and polluting the environment.</div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS</div><div>J&P</div><div>The fixed routine for waste collection is inefficient as the average citizen may not dispose the same amount of waste everyday leading to overflowing bins and no proper communication channel to alert the municipality of this issue and schedule pick-ups.</div></div>	<div><div>9. PROBLEM ROOT CAUSE</div><div>RC</div><div>-Alarming generation of waste due to population growth and urbanization. -There is no way for us to know when the garbage cans are full -This leads to overflowing of the garbage cans and unhygienic environment</div></div>	<div><div>7. BEHAVIOUR</div><div>BE</div><div>b-People wait for the garbage to be cleared by the trucks until next day -There is no direct way to contact the truck drivers for the people.</div></div>	
	Focus on J&P, tap into BE, understand RC	Focus on J&P, tap into BE, understand RC		

Identify strong TR & EM	3. TRIGGERS TR <p>People want to make their environment cleaner and also prevent the spread of health hazards in their community</p> <p>Waste tend to decay faster, and if not carefully managed, decomposition can lead to bad odour</p> <p>Piled up waste also serves as a breeding place for mosquitos and other insects.</p>	10. YOUR SOLUTION SL <p>A Web app is built where the level of the garbage cans, its weight and location are monitored. Sensors are fitted in the garbage bins and the required data is collected and acquired from it. The real-time monitoring system indicates when the bin is full and alerts the authorized person to empty the bin</p>	8. CHANNELS of BEHAVIOUR CH <p>8.1 ONLINE</p> <p>What kind of actions do customers take online? Extract online channels from #7</p> <p>The customer might complain about waste piling up on online forums, share pictures and videos on social media to raise awareness</p> <p>8.2 OFFLINE</p> <p>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p> <p>File complaints to local authority, invite press to write about this issue or may employ private waste disposal company to clear the garbage.</p>	Identify strong TR & EM
	4. EMOTIONS: BEFORE / AFTER EM <p>The people of the community feel irritated to see their environment completely polluted and also at the same time are unable to take any actions to clean the garbage. This garbage cans also get filled up fast due to the tremendous increase in waste generation. They have to wait for the truck drivers to arrive the next day to empty the garbage cans.</p> <p>Once the trash is removed people feel much relieved and can continue on their daily activities like taking a walk, jogging or cycling without having to worry about the smell of garbage.</p>			