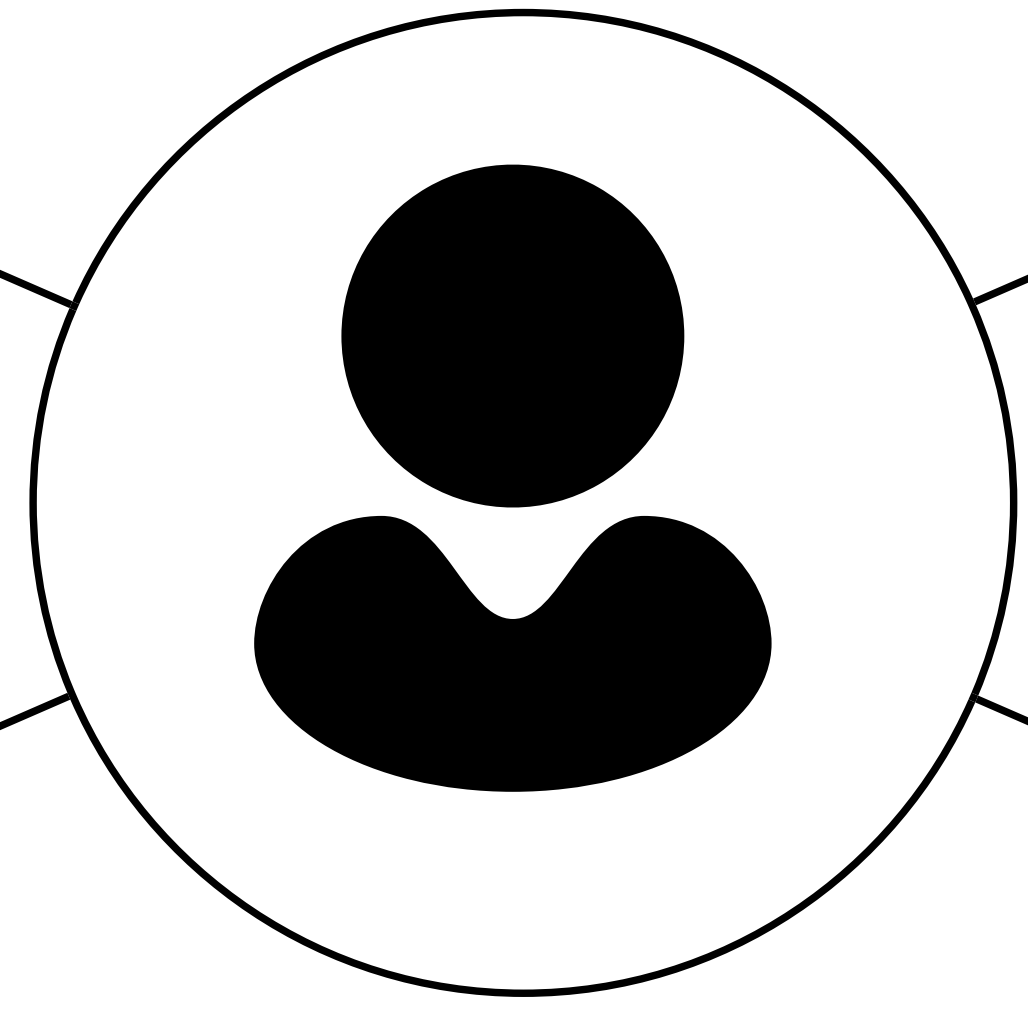


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they
SEE?

environment
friends
what the market offers

- Ineffcient use of Fuel
- Inefficient use and requirement of work force
- Time management issues

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- Efficient dustbins
- Sensing the level of bin
- Reduced cost

What do they
HEAR?

what friends say
what boss say
what influencers say

- How does it execute
- How they can improve
- Easy to operate in anywhere

- Reduced overflows
- No missed pickups
- Reduction in collection cost

PAIN

fears
frustrations
obstacles

- Reduces the infrastruture
- Improving proper waste management
- landfill

GAIN

"wants" / needs
measures of success
obstacles

- More garbage collectors
- reducing manpower
- Container for temporarily storing