



## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

I am out of  
Space

I don't know  
what to do

Anxious

Resigned

## What do they HEAR?

what friends say  
what boss say  
what influencers say

Trash bin is  
not  
maintained

No one is  
cleaning  
the trash

Concern  
person is not  
doing his job  
very well

Waste not  
properly  
disposed

Surrounding  
environment  
is not  
maintained

Bad odor

## What do they SEE?

environment  
friends  
what the market offers

## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

How can I  
do better?

I need  
options

Cleans the  
trash cans

Am I  
making an  
impact?

## PAIN

fears  
frustrations  
obstacles

Direct handling  
of overflowing  
waste exposes  
for health risks

Difficult to  
separate bio-  
degradable and  
non bio-  
degradable  
waste

Difficult to  
find which  
trash bins  
are full

## GAIN

"wants" / needs  
measures of success  
obstacles

Keeps the  
environment  
clean

Decrease  
the risk of  
spreading  
bacteria

Eliminate  
odor