

1.Customer segments

- a).The government
- b).Local authorities
- c).Public

6.customer Limitations

- a).provide better control over odor
- b).Reduce pollution

5.Available Solutions

- a).Recycling the nonbiodegradable
- b).waste material
- c).Advanced technologies

2.Problems/pains

- a).Tired of bugs and insects
- b).Air emission
- c).Good harvest

9.Problem Root/cause

- a).industrial waste
- b).Drainage waste
- c).Household waste

7.Behavior

- a).A creative environment
- b).Big complex garden
- c).Place for experiment

3.Triggers to act

- a).Offer something to get something better in return

10.Your Solution

- a).Reduce the amount of waste that is created
- b).Reuse waste material that would be disgraded

8.Channels of Behavior

- a).May be they go for advance technologies

4.Emotions
before solving problems they are in frustation,anger,tension,low confidence,thinking about

- a).Frequent food waste
- b).Collection,to encourage participation