

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><div><div>★ Public</div><div>★ Garbage Collections</div></div></div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><div><div>★ Unable to use the bins which is already in the state of overflow.</div><div>★ Doesn't know the location of the filled bins.</div></div></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><div><div>★ Monitoring the level of bins.</div></div></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div><div><div>★ The wastes must be collected once the bin is full.</div></div></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><div><div>★ Less monitoring systems provided.</div><div>★ Lack of knowledge.</div></div></div>	<div>7. BEHAVIOUR<div>BE</div><div><div>★ Checking out level of bins.</div><div>★ Collecting garbages.</div></div></div>	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<div>3. TRIGGERS<div>TR</div><div><div>★ Garbage collectors doesn't exactly knows when and where the bins are full.</div></div></div>	<div>10. SOLUTION<div>SL</div><div><div>★ Live monitoring the level of the bins and closing it once the bins are fill.</div><div>★ Where there is any hazordous gas leakage from bin, it automaticaly closes.</div><div>★ Compressing garbage to save the space.</div></div></div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div><div>8.1 ONLINE<div>★ Monitoring bin level and location.</div></div><div>8.2 OFFLINE<div>★ Closing of bins, alarting users.</div></div></div>	Identify strong TR & EM
	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div><div><div>★ Before : Confused</div><div>★ After : Relaxed</div></div></div>			