

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

-Trashvan Drivers and Workers

-Metropolitan Citizens

-Waste Holders

6. CUSTOMER CONSTRAINTS

- Requires recycling and protection against chemical substance

- Internet is necessary to use web app

5. AVAILABLE SOLUTIONS

AS

- Customer can send the message about smart wastes if any damage on the IOT device

-Can collect the wastages before getting overflowing

Explore AS, differentiate

Focus on J&P, tap into BE, understand DP

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

-Garbages must be collected before getting filled

-overflowing should be avoided

9. PROBLEM ROOT CAUSE

RC

-High amount of wastages created by citizens

-waste management is not properly handled by management

7. BEHAVIOUR

BE

-Sensor sense the amount of garbage level

-Send notification to the respected garbage collector

Focus on J&P, tap into BE, understand DP

3. TRIGGERS

TR

- Insufficient applications and tools for managing wastages

10. YOUR SOLUTION

SL

-The main solution is to make a clean environment and well defined smart wastage management system

8. CHANNELS of BEHAVIOUR

CH

8.1.ONLINE

Advertising through social media

8.2.OFFLINE

Exploring the information about smart waste management

Identify DP

4. EMOTIONS: BEFORE / AFTER **EM**

- Before: More negative emotion associated with increased intention to reduce waste management.
- After: Replaceable containers with prepress. Containers for separate collection of garbage. Ring method garbage collection
 - solid waste collection by a garbage truck that arrives once every few days to a special schedule.