



What do they **THINK AND FEEL?**

what really counts
major preoccupations
worries & aspirations

*Feeling of
disgust and
safety of
personal
hygiene*

*Thoughts
related to
safety of life*

*Estimated
time of the
bin to
become full*

What do they **SEE?**

environment
friends
what the market offers

*Location of
the garbage
can*

*Pop
notification
from the app*

*Regularly empty
the bin once the
bin gets
overloaded with
the waste*

What do they **SAY AND DO?**

attitude in public
appearance
behavior towards others

*Frequent
checking of
garbage
level*

*Notification to
alert the
authorized
person when
the garbage is
full*

*Garbage bin
location*

What do they **HEAR?**

what friends say
what boss say
what influencers say

*Pre-
recorded
audio pop
ups*

PAIN

fears
frustrations
obstacles

*cause
diseases and
also leads to
pollution*

*Creates
environmental
problems
when left
unlearned*

GAIN

"wants" / needs
measures of success
obstacles

*Environmental
hazards can be
reduced at the
bins are monitored
and emptied
regularly*

*Public
disturbance
can be
avoided*