

<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span>  Our customers are common people and society.	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span>  Waste collection process may not be always cost effective and those practices are not done uniformly.	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span>  In the past, people used to throw or dump waste in the platforms or water bodies which was a threat to living organisms .But now by using our smart collection bin,they can dispose waste properly.
<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span>  Common problems faced by our people are overflow of bins and improper placement of bins.	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span>  The main root cause of all these problem is,not picking the filled bins on time.	<b>7. BEHAVIOUR</b> <span>BE</span>  Directly related- they find waste to energy process or by using compost pits.Indirectly,they spend time in volunteering work.
<b>3. TRIGGERS</b> <span>TR</span>  Reading about more advanced technologies used by the people in the other countries to manage waste.	<b>10. YOUR SOLUTION</b> <span>SL</span>  We propose a smart collection bin that uses latest technology to sense, sort and notify to dispose waste.	<b>8.CHANNELS OF BEHAVIOUR</b> <span>CH</span>  <b>8.1 OFFLINE</b> People think and try out possible ways to dispose waste so that they can lead a healthier life.  <b>8.2 ONLINE</b> People shares post and

	<div data-bbox="183 60 761 103"><div>4. EMOTIONS: BEFORE / AFTER</div><div>EM</div></div> <div data-bbox="174 159 768 311"><p>Now people are infuriated because of the overflow of bins. But after using our technique, they feel satisfied for the pollution free environment.</p></div>		<div data-bbox="1570 47 2004 130"><p>awareness regarding the waste management.</p></div>	
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