PROBLEM - SOLUTION FIT

Purpose / Vision: Managing waste for the better environment and for the safe and secure of

CC

RC

people

ပ္ပ i 1. CUSTOMER SEGMENT(S)

> Residential, commercial, industrial and municipal people.

6. CUSTOMER

CS

J&P

TR

EM

High initial cost due to expensive smart dustbins compare to other methods.

5. AVAILABLE SOLUTIONS

Reducing waste will not only protect the environment but will also save on costs or reduce expenses for disposal. In the same way, recycling and/or reusing the waste that is produced benefits the environment by lessening the need to extract resources and lowers the potential for contamination.

AS differentiate

BE

2. JOBS-TO-BE-DONE / PROBLEMS

Chemicals contaminating Soil, Surface water, Air and causing public health hazards.

9. PROBLEM ROOT CAUSE

Soil is contaminated when waste ends up at the landfill, chemicals in the trash can leech out into the soil. contaminating it.

Water is contaminated when the city sewage and industrial waste discharged into the rivers.

Air is contaminated when casses and chemicals evaporating from the waste. 7. BEHAVIOUR

People throw the waste on the land instead of disposing it in the bin. Open air burning can lead to the release of toxic chemical in to the air

3. TRIGGERS

Saves space in landfills Saves on cost for disposal

4. EMOTIONS: BEFORE / AFTER

People living in slums are very close to the waste disposal area. Therefore they are prone to various diseases. Hence, putting their lives in danger. In order to maintain a healthy life, proper hygiene and sanitation are necessary. Consequently, it is only possible with proper waste

10. YOUR SOLUTION

Using Incineration, Decentralized waste management, Biological reprocessing, Denitrification methods we can solve these problems.

8. CHANNELS of BEHAVIOUR

8.1 ONLINE

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People dispose waste in the bin collect immediately by truck through web application

The web app store the data and pattern of filling bin that's alert and take action by the ministry of environment and forest in case of high amount of waste in a particular area

strong

Extract online & offline CH of BE