

Empathy map

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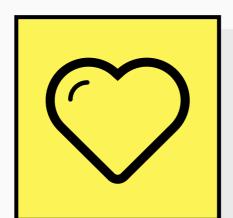
Originally created by Dave Gray at





Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.



What do they HEAR?

Reduce the no of bins

required- declutter

and improving the

street scene and using

IOT make advanced in

metro cities

Encourage recycling-

onthe-go by ensuring

Dustbins aren't

overfowing. Residents will

encouraged to put the

right thing in the right bin

when they're out and

about.

What are they hearing others say?

What are they hearing from friends?

What are they hearing second-hand?

What are they hearing from colleagues?

WHO are we empathizing with?

Who is the person we want to understand? What is the situation they are in? What is their role in the situation?

> Feels reduction in collection cost

Knowing the fll-level

of a dustbins without

having to visit the

specifc location

makes it easier to

allocate resources

effective

Thinks in reduction in overfows and landflls

What do they THINK and FEEL?

GOAL

What are their fears, frustrations, and anxieties?

Misunderstanding

smart sensors

Shortfall of

public

knowledge

and

awareness

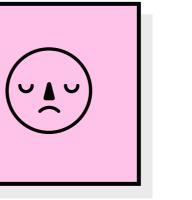
The systems can

be costly initially

because for

more testing

required



Non-optimized

truck routes

It's difcult to

link systems

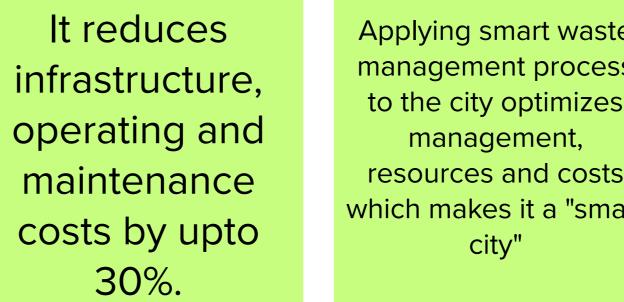
from different

vendors

waste

GAINS

What are their wants,



Optimized Routes are easy to choose Data analytics

Non-uniform distribution of waste in bins

(<u>^</u>)

needs, hopes, and dreams?

to the city optimizes which makes it a "smart

It keeps our surroundings clean and green and from bad odor of wastes, emphasizes on healthy environment and keep cities more beautiful

Eco-Friendly Transparency and improve and efciency Sustainability

What do they need to DO?

What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?

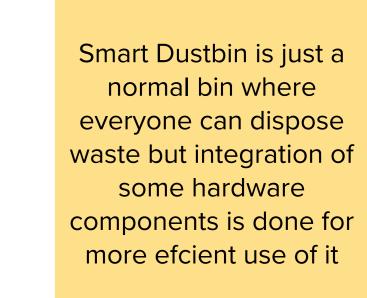
Waste generation analysis taken to for all metrocities

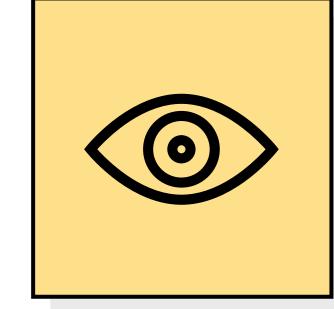
Think no missed pickups and reduced overfows

Level of

replaced with 10 "Compactor smart bins:. that squash the bins to ft more in and remotely report on fll

21 standard bins were





What do they SEE?

What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?



What do they SAY?

What can we magine them saying?

What have we heard them say?

ENSURE HEALTH AND Smart Dustbin is an intelligent dustbin that provides you

hygienic solution to everyday

waste management.

waste collection can use the smart management software to optimize their collection routes

DISPLAY: Smart indicators on the front display panel DEODORIZER: Foul odor elimination

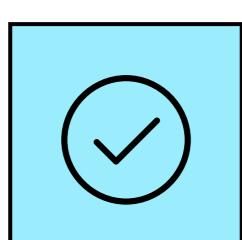
DURABLE & LONG LIFE: Made with high quality materials for a long durable

HYGIENIC: Hygienic disposal with automatic and touch-less waste disposal DISPLAY: Smart indicators on the front display panel

OPERATION: Automatic senso

based operation with zero

manual intervention



What do they DO?

What do they do today? What behavior have we observed? What can we imagine them doing?

waste collection can use the smart waste management software to optimize their

collection routes

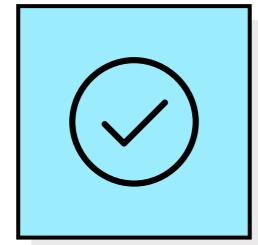
ENSURE HEALTH AND SAFETY WITH SMART DUSTBINS

Smart Dustbin is an intelligent dustbin that provides you 100% hygienic solution to everyday waste management.

DISPLAY: Smart indicators on the front display panel

OPERATION: Automatic sensor based operation with zero manual intervention

> HYGIENIC: Hygienic disposal with automatic and touch-less waste disposal DISPLAY: Smart indicators on the front display panel



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