

Ideation Phase

Define the Problem Statements

Customer Problem Statement Template:

A growing population and economy, which means increased volumes of waste generated. This puts pressure on waste management facilities, which are already in short supply. Growing pressure on outdated waste management infrastructure, with declining levels of capital investment and maintenance.

Waste management suffers from a pervasive under-pricing, which means that the costs of waste management are not fully appreciated by consumers and industry, and waste disposal is preferred over other options. Few waste treatment options are available to manage waste and so they are more expensive than landfill costs.

I am	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers

EXAMPLE:

I am	I'm trying to	But	Because	Which makes me feel
I AM EMPLOYEE FROM MUNICIPALITY// COOPERATION FOR COLLECTING BARGAGE	COLLECT THE WASTE	CANNOT COPE WITH THE VOLUME OF WASTE GENERATED BY AN INCREASING POPLUTION	WE WANT TO REMOVE THE WASTE FORM OUR ENVIRONMENTAL AND TO RECYCLE IT	ANABLE TO WORK WITH THE EFFICIENTLY GIVEN A PERIOD OF TIME

PROBLEM STATEMENT	I' M CUSTOMER	I' M TRYING TO	BUT	BECAUSE	WHICH MAKES ME FEEL
PS-1	Householder	Dispose the vegetable waste and other householder waste	It increases the land pollution and contaminate ground water	To keep the surroundings clean and healthy.	Difficult
PS-2	industrialist	Dispose the chemical waste and recycle for future use.	It contaminates wildlife's habitats and endangers the life of people at large.	To avoid risk for both environment and human health.	Unpleasant.