

Define CS, fit into CC	<b>1.CUSTOMER SEGMENT(S)</b> <span>CS</span> -Municipal officers -Metropolitan city citizens -Trashvan drivers and workers -Waste holders such as private Individuals, companies.	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span> -Internet is necessary to use the web app. -Requires recycling and protection against chemical substance. -The device may send wrong information.	<b>5.AVAILABLE SOLUTIONS</b> <span>AS</span> -Recycling the wastes. -The customers can send the message about the smart wastes if any damage on the IOT device occurs.	Explore AS, differentiate
Focus on J&P, tap into BE, understand	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span> -The overflowing needs to be avoided. -The garbage cans must cleaned after it got filled.	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> -Poor waste management system. -High amount of wastes produced by the people.	<b>7.BEHAVIOUR</b> <span>BE</span> -The sensors senses the amount of wastes in the trashcans. -The device sends a notification to the agent,they will collect the waste.	Focus on J&P, tap into BE, understand

Identify strong TR & EM	<b>3. TRIGGERS</b> <span>TR</span> Lack of public awareness and insufficient tools for collecting and managing waste.	<b>10. YOUR SOLUTION</b> <span>SL</span> Shop Eco-Friendly with reusable bags and say know to disposable water bottle. The solution mainly involves in collecting, sorting, recycling and when properly facilitated providing a source of energy and resources.	<b>8.CHANNELS of BEHAVIOUR</b> <span>CH</span> <b>ONLINE</b> Advertising through social media platforms by influencers to promote it.  <b>OFFLINE</b> Exploring the five Rs of waste management -Reduce , Reuse , Repair , Rot, Recycle.	Identify strong TR & EM
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	<div>4. EMOTIONS: BEFORE / AFTER</div> <div>EM</div> <div>Before: More negative emotion associated with increased intention to reduce waste management.</div> <div>After: Replaceable containers with prepress. Containers for separate collection of garbage. Ring method garbage collection - solid waste collection by a garbage truck that arrives once every few days to a special schedule.</div>			
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