





Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	<div>consult with interested stakeholders</div> <div>Implement the waste management plan during school</div> <div>waste explained</div>	<div>identify potential waste sources</div> <div>Feedback the need and recycling program</div> <div>Encourage waste collection and changes</div>	<div>provide waste management training for teachers</div> <div>offer practical waste management facilities</div> <div>Create a waste management focused community infrastructure</div> <div>Address facility and safety considerations</div>	<div>Conduct pre-planning activities</div> <div>Secure a sustainable business model</div> <div>Keep the waste management plan updated</div>
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	<div>Process is highly laborious</div> <div>Keep the management clean and fresh</div>	<div>Save the land and conserve energy</div> <div>Reduce improvement of pollution</div> <div>Process is not always not efficient</div>	<div>The installed product have short life</div> <div>Waste more about long in</div> <div>The sites are when discontinue</div> <div>Decreasing the demand of landfill space</div>	<div>Reducing pollution</div> <div>conserving energy and resources</div> <div>Making production processes more efficient</div>
Touchpoint What part of the service do they interact with?	<div>WTO</div>	<div>Digital social media content</div> <div>surveys</div> <div>video YouTube content</div>	<div>Partnerships</div> <div>paid digital code</div> <div>green resources</div> <div>print campaigns</div>	<div>Blog content</div> <div>Community management</div> <div>Relevant social media content</div>
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>				
Backstage				
Opportunities What could we improve or introduce?	<div>Smart bins are very</div> <div>malls</div>		<div>schools and parks</div> <div></div>	<div>Campgrounds and</div>
Process ownership Who is in the lead on this?	<div>Reducing</div> <div>Reusing</div> <div>Recycling</div>		<div>Recovering</div>	<div>Manage waste</div>