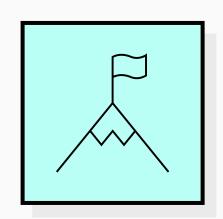
What do they need to DO?

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?



GOAL

More balanced work and personal life

Usage of new technologies and techniques to help the collection



What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

Some containers and vehicles stops are not precise

Frustrated with some citizens that don't take waste collection seriously

People not understanding the importance of segregating waste

What do they THINK and FEEL?

PAINS

WCS system

routes are

consuming

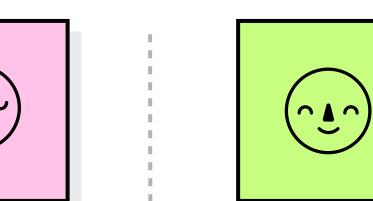
What are their fears, frustrations, and anxieties?

Not knowing

what

containers are

empty or full



GAINS

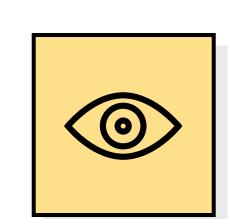
What are their wants, needs, hopes, and dreams?

Help reduce waste and pollution

More efficient collection routes

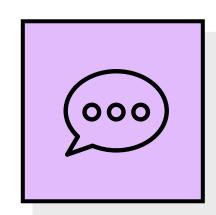
Sometimes
collection routes
are not efficient
since some
containers are
empty

Balance
between
collection
circuits are
different



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?

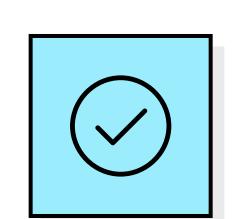


What do they SAY?

What have we heard them say? What can we magine them saying?

There are several containers that are difficult to access

Some items are not being separated properly



What do they DO?

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

Empties
waste
containers
manually or
mechanically

Reports
incidents
found during
the collection
process

House-to house waste collection