What do they THINK AND FEEL?

what really counts

major preoccupations

worries & aspirations

- Does this project really segregate waste properly?
- How much efficiently it segregates and dispose the waste?
- Whether it can be implemented in every street?

What do they HEAR?

what friends say

what boss say

what influencers say

- Pollution Free
- Reduce the work load
- Easy to use

What do they SEE?

environment

friends

what the market offers

- Waste is passed on to the conveyer belt
- Waste is disposed into the appropriate bins based on its type
- Information about the filling of bills is sent to GMC through app

What do they SAY AND DO?

attitude in public

appearance

behavior towards others

- User friendly
- Uses it efficiently
- Create awareness among the other people

PAIN

fears

frustrations

obstacles

- Sensors may malfunction
- Notification of status of bins may send a bit late to GMC
- Difficult to implement everywhere since it is costly

GAIN

"wants" / needs

measures of success

obstacles

- Segregates and disposes the waste effectively
- Benefit to environment
- Diseases can be prevented