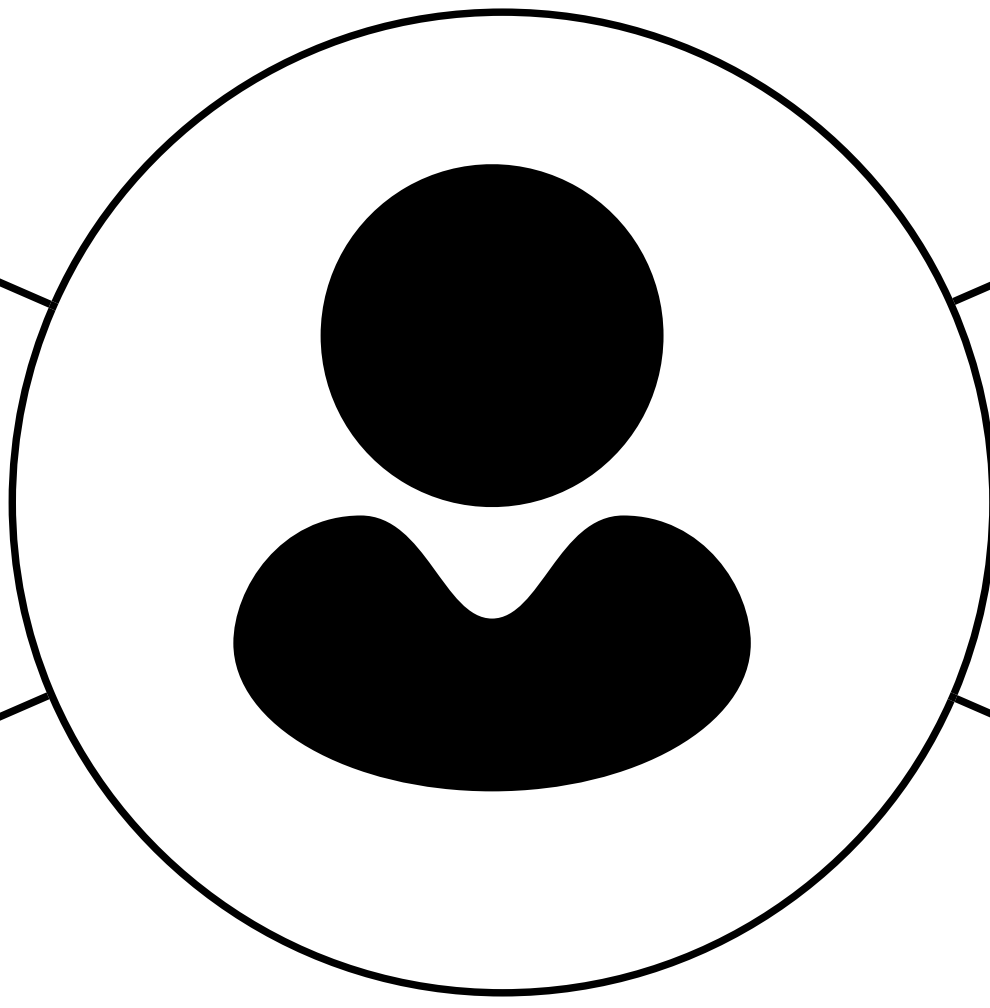


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they
SEE?

environment
friends
what the market offers

- Harmful Diseases
- The sites are often dangerous
- The process is not always cost effective

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- People stack the garbage irrespective of the overloaded bins
- Usage of technology in order to be more efficient for managing waste
- Limited utilization of recycling activities

- Listen to challenges he/she faces
- Visit major waste overloaded garbage bin sites
- The garbage bins should be monitored frequently

- Creation of pollution-less environment
- Modern technology helps to improve but expensive
- Non-uniform distribution of waste in bins

What do they
HEAR?

what friends say
what boss say
what influencers say

PAIN

fears
frustrations
obstacles

- Health hazard
- Lack of information on overloading garbage
- Non-Uniform Waste Distribution of waste in bins

GAIN

"wants" / needs
measures of success
obstacles

- Detailed Database Of Bins And Stands
- Visible progress in reduction of pungent smell
- Fresh air and clean environment