

WHO are we empathizing with?

Who is the person we want to understand? What is the situation they are in? What is their role in the situation?



Waste holders, such as private individuals, property owners or companies

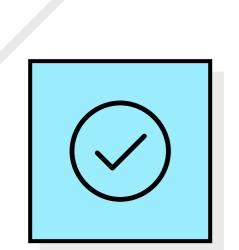
What do they HEAR?

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

> Mobile app support for user friendly acces

It is very useful in cities as well as households

> Alarm to alert through message when bins gets filled



What do they DO?

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

> Report incidents during collection process

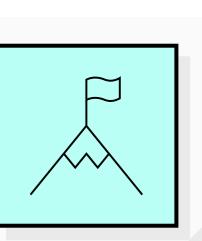
The public, NGOs, the private sector and funding agencies will support priority actions

GOAL

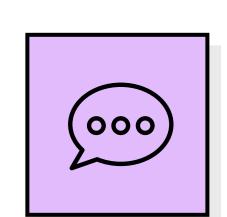
Follow specific collection rules

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?



Check the on-board vehicle computer



What do they SAY?

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

There should be a better way to communicate with command centre

> Spend too much time in traffic, delaying collection time frames

There are several containers that are difficult to access

> Some items are not being separated properly

House-to-House waste collection

What do they THINK and FEEL?

PAINS

What are their fears, frustrations, and anxieties?



(1)

GAINS

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

People not understanding the importance of segregating wastes

Not being sure about conatiner stop

Smart Waste Management for Metropolitan cities

More balanced work and personal life

Helps

reduce

waste and

pollution

What other thoughts and feelings might influence their behavior?

Anxious and stressed by social pressure

Pride for contributing to reduce

with amount of work and schedule

waste

Overwhelmed

Make small decisions