





















Customer Journey Map

| | AWARENES | INTERACT | ENGAGE | SUBMIT |
|-------------------|----------------------------|---|--|---|
| Objectives | how much wastage you have? | identify the wastage ask to drop it | Maintaining the level and area of location | Statics obtained tto wastege department |
| Barriers | weightage | Must provide the type of wastage dropping | Maintain distance while dropping | convinced |
| Needs | Household bin to drop | sharing of bin to department | kind intraction with the worker | Satisfaction |

Customer Journey Map

| Stages of Journey | Motivation | Information about the product | | | Efficient product | Evaluates Products | | Payment | | Receives Products |
|------------------------------|---|--|--|---|--|--|---|---|--|--|
| Activities | Wants to reduce the stress of waste management  | Desires to pick out a good product to get better waste management  | Analyses different products  | Compares it with normal bins  | Arrives to the Idea of smart dustbins  | Information about synchronization of product and application  | Checks for user friendly application  | Thinks to pay after evaluating the product  | Payment done after knowing the warranty information  | Product delivered and its functionality is demonstrated  |
| Feelings |  |  |  |  |  |  |  |  |  |  |
| Very Happy | | | | | | | | | | |
| Overall Satisfied | | | | | | | | | | |
| Unhappy | | | | | | | | | | |
| Experiences | To provide a green environment. | Satisfactory in the product working | Regular power supply required for operation | User friendly application | Technologically improvised bin for more effective usage | Server becomes down due to high traffic | Customers can use the app wherever and whenever they need | Only payment to UPI ID | Payment only after full evaluation of the product by consumer | Successful establishment of smart bins all over the city |
| Customer Expectations | Improves the environmental conditions | Expects a product that can improve management of trash | Thinks about better durability | Encourage recycling and drive down carbon emission | Product that can resolve garbage managing issues | Expects fast working of app along with product | Provide a great user experience either online or offline | No damage in the product | Future maintenance of the product | Rise of clean and healthy environment |

