

<p>WHO IS YOUR CUSTOMER ?</p> <p>PUBLIC / MUNICIPALITY OFFICE</p>	<p>EXPLORE LIMITATION TO BUY/USE YOUR PRODUCT OR SERVICE:</p> <p>To avoid the hazard / putrid / diseaster agents.</p>	<p>HOW ARE YOU GOING TO BE DIFFERENT THAN COMPETITION:</p> <p>The garbage is collected and it will be bio-degradable and non bio-degradable substance.</p> <p>The bio-degradable structure are reusable or recycled and it will be used venoplastic in a organic farming.</p>
<p>FOCUS ON FREQUENT , COSTLY OR URGENT PROBLEM TO SOLVE:</p> <p>A very important phase of the development of smart cities is waste management and this is often overlooked in the development of smart cities. "Smart Waste Management " smart cities are leveraging the internet of things (IoT) to create an efficient system to save cities human resources , money and save the environment.</p>	<p>UNDERSTAND THE CAUSE OF THE PROBLEM:</p> <p>Overflowing waste causes air pollution and respiratory diseases.one of the out comes of overflowing garbage is air pollution ,which causes various respiratory diseases and other adverse health effects as contaminnants are absorbed from lungs into other parts of the body.</p>	<p>TAP INTO ,RESEMBLE OR SUPPORT EXISTING BEHAVIOUR:</p> <p>Exploring the 3 rs of waste management Reduce , Reuse , Recycle. in order to keep the material out of the landfill as possible , it's important for each of us to do our part .one of the 3 ways of Rs to put that plan into action is in the waste management.</p>
<p>DISIGN TRIGGERS COSTLY THAT FIT REAL LIFE, SPARK ASSOCIATION, MAKE IT FAMILIAR:</p> <p>Empathic-design techniques cant's replace market research ;rather, they contribute to the flow of ideas that need further testing.</p> <p>Photographs show spatial arrangements and details that may go unnoticed in the field.</p> <p>Step One: OBSERVATION.</p> <p>Step. Two: Capturing Data.</p> <p>Step three: Reflection and Analysis.</p> <p>Step four: Brainstorming for solution.</p> <p>Step five: Developing prototypes of possible solutions.</p>	<p>YOUR "DOWN TO EARTH" SOLUTION GUESS:</p> <p>Promoting door-to-door collection of waste by subsidizing waste collection by ULBs.</p> <p>Project ,planning and implementation of waste-to-compost (WTC)plant criticised.</p> <p>The union government asked to open WTC plants in all states in the country in a big way.</p>	<p>BE WHERE YOUR CUSTOMER ARE</p> <p>PUBLICS / HOSPITALS / MARKETS / STREETS / APPARTMENT / INDUSTRIES / WASTE AREAS etc....</p>
<p>ADD EMOTIONS FOR STRONGER MESSAGE:</p> <p>Struggling to cure from the diseases and not normal life style.</p> <p>Mentally affected more than physically by the causes.</p>		