**PROBLEM – SOLUTION FIT** Purpose / Vision: Managing waste for the better environment and for the safe and secure of people

**Explore AS, differentiate**

**AS**

**5. AVAILABLE SOLUTIONS**

**CC**

**6. CUSTOMER CONSTRAINTS**

**CS**

**1. CUSTOMER SEGMENT(S)**

Who is your customer?

i.e. working parents of 0-5 y.o. kids

**Deﬁne CS, ﬁt into CC**

Reducing waste will not only protect the environment but will also save on costs or reduce expenses for disposal. In the same way, recycling and/or reusing the waste that is produced benefits the environment by lessening the need to extract resources and lowers the potential for contamination.

High initial cost due to expensive smart dustbins compare to other methods.

Residential, commercial, industrial and municipal people.

**BE**

**7. BEHAVIOUR**

**RC**

**9. PROBLEM ROOT CAUSE**

**J&P**

**2. JOBS-TO-BE-DONE / PROBLEMS**

**Focus on J&P, tap into BE, understand RC**

**Focus on J&P, tap into BE, understand RC**

Soil is contaminated when waste ends up at the landfill, chemicals in the trash can leech out into the soil, contaminating it.

Water is contaminated when the city sewage and industrial waste discharged into the rivers.

Air is contaminated when gasses and chemicals evaporating from the waste.

Chemicals contaminating Soil, Surface water, Air and causing public health hazards.

People throw the waste on the land instead of disposing it in the bin.

Open air burning can lead to the release of toxic chemical in to the air.

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| **Identify strong TR & EM** | **3. TRIGGERS TR**  Saves space in landfills  Saves on cost for disposal | **10. YOUR SOLUTION SL**  Using Incineration, Decentralized waste management, Biological reprocessing, Denitrification methods we can solve these problems. | 1. **CHANNELS of BEHAVIOUR CH**     1. **ONLINE**   People dispose waste in the bin collect immediately by truck through web application   * 1. **OFFLINE**   The web app store the data and pattern of filling bin that’s alert and take action by the ministry of environment and forest in case of high amount of waste in a particular area | **Extract online & ofﬂine CH of BE** |
| **4. EMOTIONS: BEFORE / AFTER EM**  People living in slums are very close to the waste disposal area. Therefore they are prone to various diseases. Hence, putting their lives in danger. In order to maintain a healthy life, proper hygiene and sanitation are necessary. Consequently, it is only possible with proper waste management. |