

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?

According to our problem statement, waste holders such as private individuals, property owners and companies.

6. CUSTOMER CONSTRAINTS

CC

What constraints prevent your customers from taking action or limit their choices of solutions?

Our bin tracker application is on budget and it would work only with network connection and it is available on all smart devices.

5. AVAILABLE SOLUTIONS

AS

Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have?

When the notification option is not working then an emergency call or message would be passed on to the respective person.

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Which jobs-to-be-done (or problems) do you address for your customers?

The bin tracker application requires quite a number of jobs like, it should maintain the exact location of all bins and it should notify the respective person when the bin is filled.

9. PROBLEM ROOT CAUSE

RC

What is the real reason that this problem exists? What is the back story behind the need to do this job?

If there is no internet connection there would no sharing of information from one person to another and GPS would be no use in the absence of network connection due to these flaws the problem exists. The world functions with the help of networks so our bin tracker application also operates in internet connection.

7. BEHAVIOUR

BE

What does your customer do to address the problem and get the job done?

The customer could get help from the help option in the settings of the application and if they are facing any issues they can make a report in that option and the authorities would look into the problem.

3. TRIGGERS

TR

What triggers customers to act? i.e. seeing their neighbor installing

For Example : By using this technology the street becomes very clean and look great. The neighbor street get inspired and apply to their street.

4. EMOTIONS: BEFORE / AFTER

EM

How do customers feel when they face a problem or a job and afterwards?

The customers would feel anxious at first then they would try to think of a solution to solve it themselves.

10. YOUR SOLUTION

SL

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

Our Solution to waste management is to track the bin and dispose the waste at right time to make the city clean and hygiene.

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

What kind of actions do customers take online?

If it is in online mode, the customers can make a report in the help section present in the setting option.

8.2 OFFLINE

What kind of actions do customers take offline?

If it is in offline mode, the customers can directly send a feedback mail or message to the manufacturer

