Define CS, fit into CC

1. CUSTOMER SEGMENT(S)



- 1. Our target is Public.
- 2. Municipality and Local authorities of Metropolitan cities of India

6. CUSTOMER CONSTRAINTS



- 1. Cost
- 2. Recycling is expensive
- 3. Network issue
- 4. More energy
- 5. Size of the bin and separation of various wastes

5. AVAILABLE SOLUTIONS



- 1. Reduce running cost
- 2. Solar power
- 3. Increases the sustainability of waste services
- 4. Review compliance guidelines

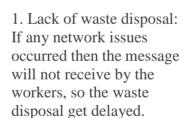
2. JOBS-TO-BE-DONE / PROBLEMS





- 2. Avoid overflow bins & maintenance
- 3. Perform regular audits on waste management & disposal
- 4. Reduce number of bins & replace smart bins
- 5. Proper Segregating & Minimizing Waste.

9. PROBLEM ROOT CAUSE



2. Due to lack of proper systems for disposal and collections, wastes & garbage's end up in the roads and surrounding

7. BEHAVIOUR

RC



- 1. Ai-based smart waste bin, designed for public places, enabling them to Monitor and Manage.
- 2. Sensor sense the amount of waste in trash can.
- 3. The device sends the notification to the agent and they collect the trash.

on J&P, tap into BE, understand RC

3. TRIGGERS



People want to make their environment cleaner and also prevent the spread of health hazards in their community -waste tend to decay faster, and if not carefully managed, decomposition can lead to bad odorpiled up waste also serves as a breeding place for mosquitos and Other insects.

4. EMOTIONS: BEFORE / AFTER



BEFORE:

More negative emotion associated with increased intention to reduce waste management AFTER:

People may feel good and Comfortable once all project is set.

10. YOUR SOLUTION



- 1. Network issue: Create an emergency readiness plan
- 2. Spending power: solar power usage
- 3. Waste disposal: Perform regular audit on waste management & disposal
- 4. Shop Eco-Friendly with reusable bags and Say know to disposable water bottle.
- 5. The solution mainly involves in collecting, sorting, recycling and when properly facilitated providing a source of energy and resources

8. CHANNELS OF BEHAVIOUR



ONLINE:

- 1. It reaches the customers quickly.
- 2. We can monitor in live
- 3. Information about the level of trashes filled is indicated and the data is transferred to the control room for each bin including its specifications (GSM module).

OFFLINE:

1. Placement of bins in the main hubs of the cities, taking necessary action of discharging wastes by the municipals.