



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Analysis chart to
increase/decrease
the number of bins
periodically

Detailed
maintenance
records

What do they SEE?

environment
friends
what the market offers

Usage of new
technologies
and techniques
to help the
collection of
wastes

Control
environment
pollution

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Check for
the alert
notification

Report
incidents
found during
the collection
process

Analyze the
reviews and
experience

Follow
destinated
collection
routes

Compare with
Manpower and
Technology

Inspect the
filling status of
every dustbin
and always be
ready with spare
dustbin

What do they HEAR?

what friends say
what boss say
what influencers say

Gets
suggestion
from experts

Pride for
contributing to
the reduction of
waste

System
failures due to
environmental
conditions

PAIN

fears
frustrations
obstacles

Not being sure
about succeeding
Container's
location

People not
understanding
the importance
of segregating
waste

GAIN

"wants" / needs
measures of success
obstacles

Affordable and
satisfy the
expectations

Long term
usage