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- **FROM DEPARTMENT OF BASIC
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- **GUIDED BY : F.A.SAYYAD**
- **PROJECT NAME : ECO-NOTES**

Problem SELECTION;

1. How to store water underground the house .
2. Manufacturing defective nose pad .
3. **Eco-notes**

We selected Eco-notes as our project.

Problem statement and Solution :

- ▶ After using a notebook students throw it this leads to waste of paper. We can solve this problem by reused notebooks or eco-notes. We buy a notebook it cost around ₹60-100 . After completing notebook we throw it to dustbin instead of throwing we can re-use it.....
- ▶ Take a used pages of notebook cut it into small chits convert into a clay like or pulp like material by dipping into water. After that we use chemicals like Hydrogen peroxide , Chlorine dioxide , Calcium hypochlorite , etc to brighten the clay or pulp . Now convert this pulp into sheets and by using UV dryer also using roller heater dry it properly . Take same sized sheets bind it properly here we are ready with eco-notes...

Advantages :

- 1) Reuse notebooks are more sustainable.
- 2) This product is affordable to everyone.
- 3) Purchasing recycled notebooks supports to green business.
- 4) This start-up does not affect the ecosystem.

Disadvantages:

- 1) We need lots of workers.
- 2) Collecting the used notebook is not an easy task.
- 3) Not easy to start this business cause it's need such machines.
- 4) Investor's are not easily invest in this project.

Customer survey :

► Questions:

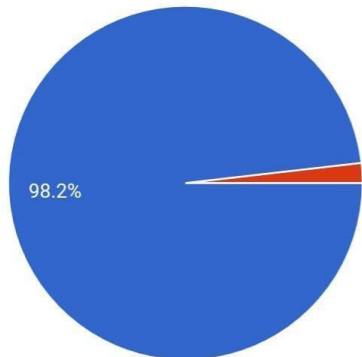
1. It is useful for day to day life ?
2. Product is really affordable?
3. “Save tree” this perspective is fulfilled by this product?
4. Any funding is available by government for this project?
5. Is this project help to increase economy?
6. This project really help to nature ?
7. By this project can we save the ecosystem?
8. Is their any need to create this project?
9. This project really helps to our country in any perspective?
10. Any type of changes we want to do in this project!

Customer survey analysis :

- We have collected responses from 55 peoples

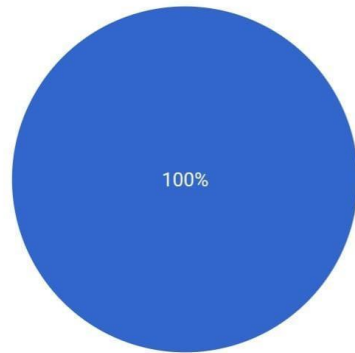
It is useful for day to day life or not ?

55 responses



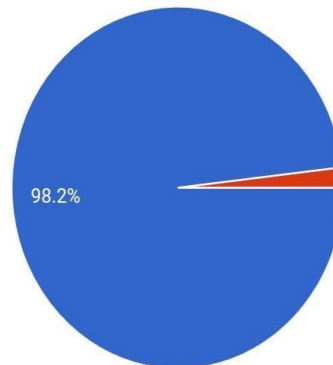
"SAVE TREE 🌳 " This perspective is fulfilled by this project?

55 responses



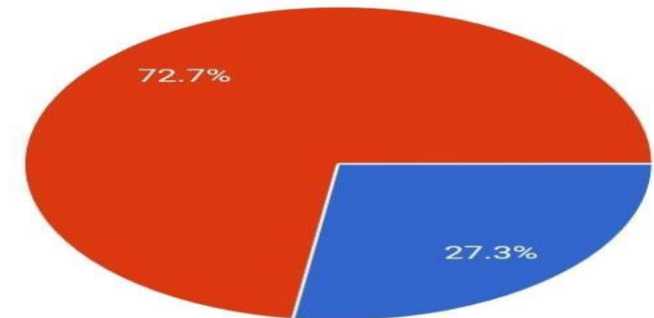
This project really help to nature or not?

55 responses



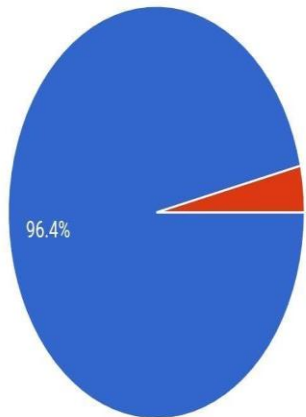
Any funding is available by government for this project?

55 responses



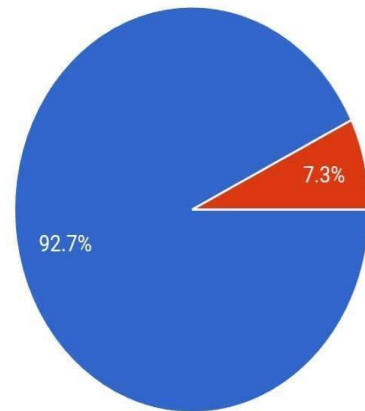
Product is really affordable?

55 responses



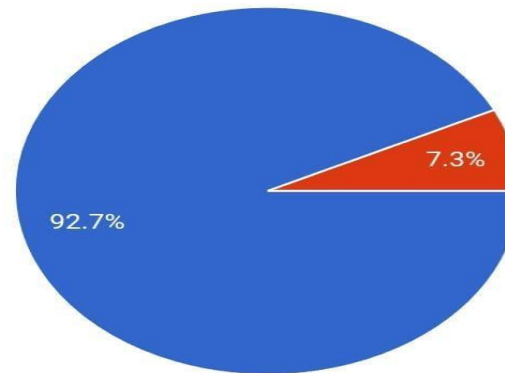
This project really helps to our country in any perspective?

55 responses



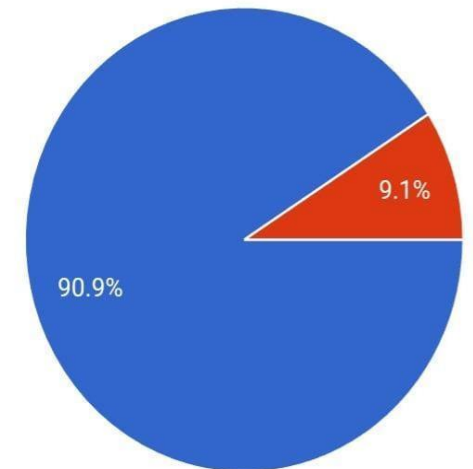
Is this project helps to increase economy?

55 responses



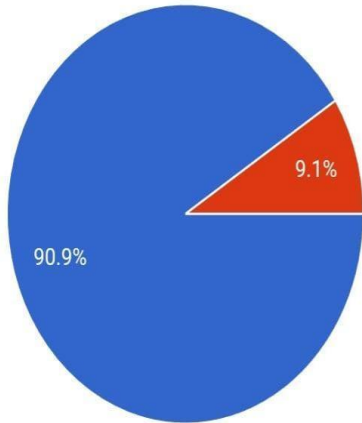
Is there any need to create this project?

55 responses



Is there any need to create this project?

55 responses



Which type of changes we want to do in this project ?

46 responses

No need this project is best

No need, best product

No need product is best as type

No need to change

No need

No need project is best

No need of changes

No need.
Product is best

Which type of changes we want to do in this project ?

46 responses

no need product is best 👍

No need project is best.

No need ..this project is best

No need project is best

As time progresses, it will improve on its own.....so no need

no need product is best

No need ,the product is best

Which type of changes we want to do in this project ?

46 responses

No need product is best

No

No need product is best

No need, product is best.

No need

Nothing

No changes

No , this product is best ...

Persona building :

Name – Sakshi jadhav

Age- 28yrs

Gender – female

**Occupation – sustainability consultant and part time
enviornmental vlogger .**

Education – master's in environmental science

Pin code – 410014

Location – Pune



Persona building :

► Online behaviour :

1. Social media is her second home .
2. She is always active on WhatsApp, Facebook, YouTube, twitter, etc.

► Bio :

She is master's students and she's passionate about staying updated on environmental issues and innovative solutions .

Persona building :

► Frustration :

Two weeks ago sakshi went to shop to gives some waste pepers to shopkeeper. Suddenly she saw lots of waste paper's and she realise that we harm the nature by using new pages made up of trees , instead of that we can use eco-notes . Using eco notes we save trees .

► Motivation :

1. Looking for notebook with the best quality.
2. To have a notebook with best affordable prices .
3. Notebooks that can be easily accessible.
4. Sustainable.
5. It can helps to save the nature.

Persona building :

► What influences her :

Sakshi loves the nature and she wants to do something to save trees . Eco-notes prioritize sustainability and environmental responsibility. By using Eco-notes we can save trees . All this things influences her to use Eco-notes

► Needs :

Want eco-notes of affordable prices .

Quality of eco-notes is good .

'save trees' this quote fulfilled by this project .

Empathy map :

► Says :

1. I want a new notebook i.e, affordable and good quality notes.
2. Eco-notes are the best option.
3. I wish I could customize my eco-notes
4. I want to reduce my carbon footprint, but don't know where to start.
5. I feel overwhelmed by the amount of environmental information out there

► Thinks :

1. Convenient and easy to order .
2. Social sharing and community.
3. Comfortable to use it .
4. I am concerned about the environmental impact of my daily choices.
5. I wish I had more time to focus on sustainability.

Empathy map:

► Does :

1. Order online or offline .
2. Choose size , colour, quality of your notes .
3. Leave review and rate this product.

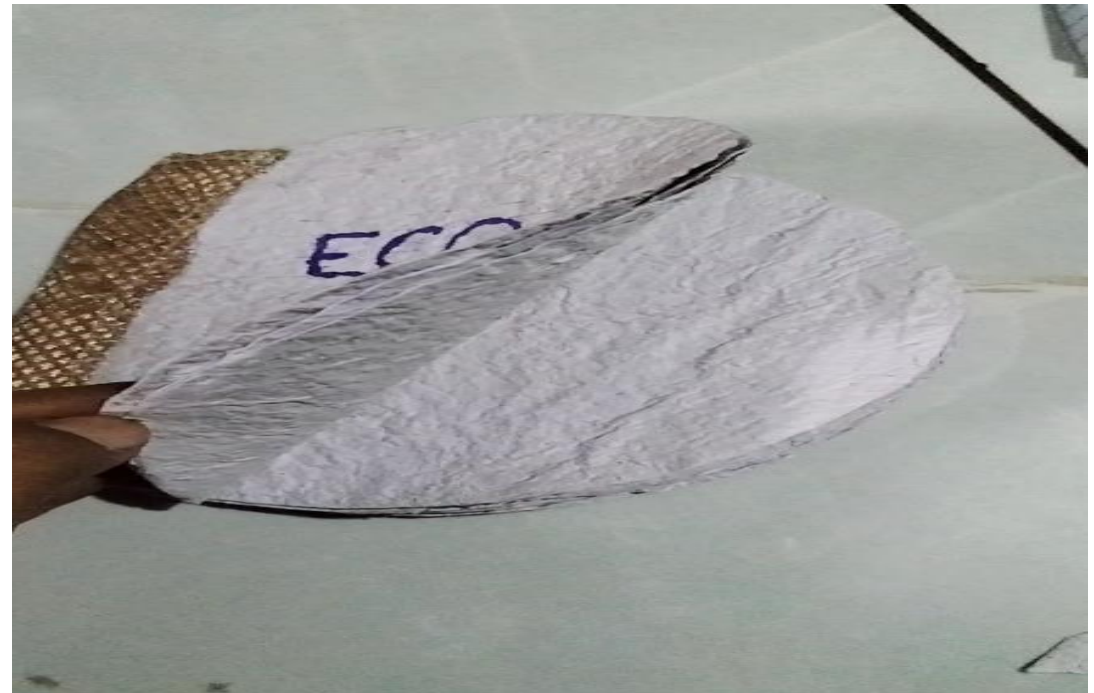
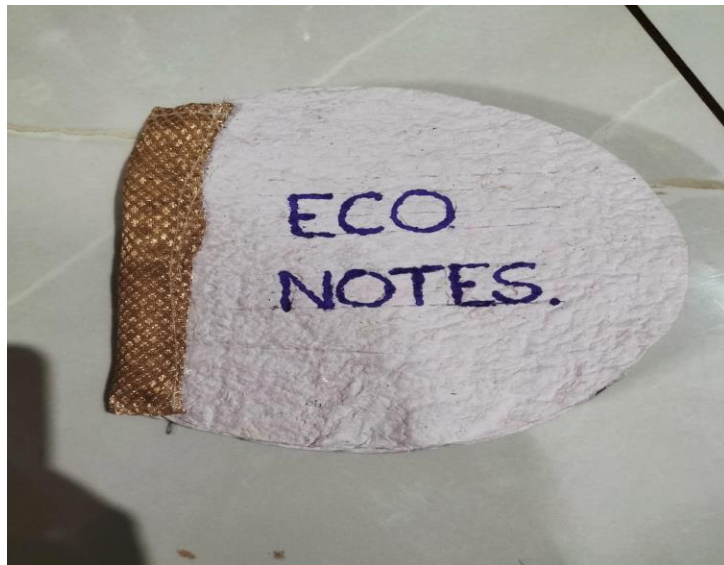
► Feels :

1. Excitement (To write on reuse notebook for first time.)
2. Happiness (Using good quality notebook in less price .)
3. Overwhelmed by the magnitude of environmental issues.
4. Motivated to make a positive impact on the planet.
5. Guilty about not doing enough to reduce cutting of trees .

Customer journey map :

	Awareness	Research	consideration	Construct	Post construct
Customer	Samiksha Patil (26) is an environmental Researcher.	Research the eco-Friendly Product by through	Try is not simple	She choose the notes that she wants	Enjoy and happy with eco notes
Thought's	want to save trees	I want to know about that the product really saves the trees	experiences of notes quality before	I have found the best eco friendly product	I love the eco~notes
Feelings	Excited	Analytical	Hopefully thoughtful	Excited and satisfied	Happy and confident
Action	Through customer Survey-and Some survey	visit Factory	Visits the Factory	Make purchase on Store or on official website	Shares experience on social media share with friends
Painpoint	worried about Cutting of trees day to day	Difficulty to find which product is 100% natural	Limited sample options	None	None
Touch point	Visit factory	Visit offical website	Through <u>exibition</u>	Visit factory	Official website

Image and video :





Thank you...