

Smart Garbage Management System (GMS)

Business Strategy Canvas



Customer Segments

Residents (households, apartments), Municipalities/City Councils, Commercial Establishments (restaurants, offices), Waste Management Companies.



Customer Constraints

Irregular pickup schedules, Lack of digital access for some demographics, High service costs, Environmental concerns (landfill overflow, pollution), Limited accountability.



Available Solutions

Traditional municipal waste collection, Private waste disposal services, Recycling centers, Manual complaint hotlines, Community clean-up drives.



Jobs-To-Be-Done / Problems

Daily garbage disposal (kitchen, general), Bulk waste pickup (furniture, construction debris), Sanitation and hygiene maintenance, Waste segregation and recycling.



Problem Root Cause

Lack of automation in waste collection, Miscommunication between citizens and authorities, Manpower shortages, Inefficient routing, Lack of real-time data.



Behaviour

Frequent complaints about missed pickups, Illegal dumping in public areas, Overstuffed bins leading to spillage, Non-segregation of waste, Limited participation in recycling.



Triggers

Festivals and holidays (increased waste), Adverse weather conditions, Pickup delay alerts, Bin-full notifications, Public health advisories.



Your Solution

GMS Mobile App (scheduling, tracking), IoT-enabled Smart Bins (fill-level sensors), Optimized Route Tracking for trucks, Real-time Feedback System.



Emotions: Before / After

Before: Frustration, Disgust, Helplessness, Anger. After: Satisfaction, Relief, Trust, Convenience, Environmental Responsibility.



Channels & Behaviour

Mobile App (iOS/Android), SMS Alerts for pickups/delays, Municipality Integration API, Web Portal for dashboard/reports.



Offline

Manual complaint drop-off boxes, Direct contact with ward officers, Public awareness campaigns, Community workshops on waste segregation.



Impact (Future State)

Reduced waste overflow, Improved urban hygiene, Increased recycling rates, Cost savings for municipalities, Enhanced citizen satisfaction.