

## 1. CUSTOMER SEGMENT(S)

CS

- ❖ Waste holders, such as private individuals, property owners or companies are our customers.

## 6. CUSTOMER

CC

- ❖ As it is technology based it needs internet access to work properly. Customers need to buy some IoT devices to access. They may use solar energy instead of electrical power.

## 5. AVAILABLE SOLUTIONS

AS

- ❖ Shop eco-friendly with reusable bags.
- ❖ Join buy-and-sell groups.
- ❖ Digital trash bins as an alternative to dustbins, because digital bins can detect the trash level and send notifications to the customers.

Explore AS, differentiate

## 2. JOBS-TO-BE-DONE / PROBLEMS

J&amp;P

- ❖ Separate your waste.
- ❖ Create a compost site.
- ❖ Growing pressure in outdated waste management infrastructure, with declining level of capital investments and maintenance.

## 9. PROBLEM ROOT CAUSE

RC

- ❖ Lack of industry expertise.
- ❖ Emission of greenhouse gases.
- ❖ Poor recycling quality due to lack of education.

## 7. BEHAVIOUR

BE

- ❖ If the sensors are not working properly contact the customer care or drop a message.

Focus on J&amp;P, tap into BE, understand RC

## 3. TRIGGERS AFTER EMOTIONS

TE

- ❖ Seeing how neighbours are having a clean environment after using it people will get a desire to see the same.

## 4. BEFORE / AFTER

- ❖ Before using this technology, society is suffering by health issues because the waste products produce air pollution.
- ❖ After using this technology, they feel at ease as it provides a clean society.

## 10. YOUR SOLUTION

SL

- ❖ Our solution is to manage the waste efficiently by indicating the garbage level to the user as well as authenticating persons to collect it and proceed to fulfil the process with the garbage.
- ❖ The purpose is of making a clean environment.

REDUCE-REUSE-RECYCLE

## 8. CHANNELS of BEHAVIOUR

★ AMAL TAMAR

## ONLINE:

- ❖ If it is in online mode, the bin is full it sends the notification to the authorized persons.

## OFFLINE:

- ❖ If it is offline every day the waste collecting trucks will collect garbage from home.

Focus on J&amp;P, tap into BE,

