

CREATE YOUR OWN EXPERIENCE MAP!

Describe your idea with one concise sentence.

MY IDEA IS #AttachedBottleCaps

The users presently either forget or throw away the bottle cap which go to waste. The users need to change habit of they find the #AttachedBottleCap with the not to forget or throw away the cap separately and they will be recyclable.

Draw and describe the ideal user

Title Friends

Name: William

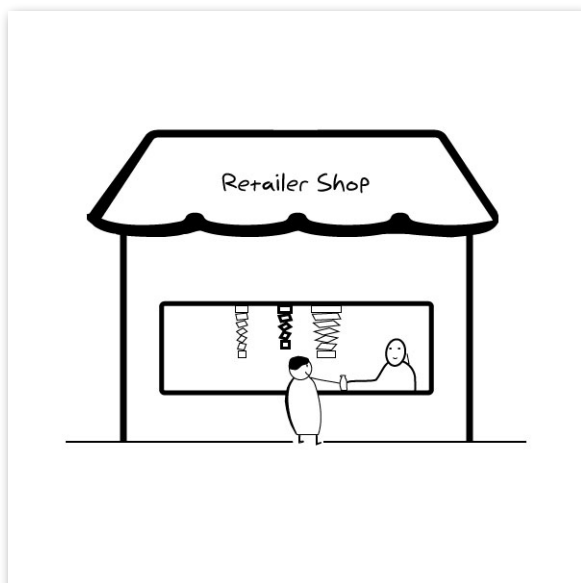
Age: 25

Profession: Accountant

Any Other Key characteristics: He is the only son of his parents two with younger sisters

Concisely describe what is happening

William meets his friend Robert in the park on every weekend. One day, he is sitting in the park and felt thirsty. He purchases cold drink & start drinking. Meanwhile he sees his friend coming. He immediately stands up to meet his friend with bottle and leaving the cap somewhere. He looks here and there but not finding the throw the empty bottle without cap.



Title

NEW PRODUCT



Concisely describe what is happening

The new product with attached cap comes in market William goes to the retailer & purchases cold drink. He surprises & ask the retailer about new product. The retailer tells the William the way to use. He is happy with the new product also purchases one for his friend.

Title

PUBLICITY

A hand-drawn illustration of the word "Publicity" written in a cursive font.

Concisely describe what is happening

On coming his friend Robert, William gives one bottle to him. Robert tells he has seen commercial. Two friends walk in the park and exchange views about new Product.

Title **PROBLEM SOLVED**



Concisely describe what is happening

Two friends go on walking sacking the cold drink bottles. They throw the empty bottles in the Dust bin lying in the Park for this purpose.

Title **RECYCLABLE**



Concisely describe what is happening

The recyclers can only plastic bottle need to worry about small format plastic cap as they are #AttachedBottleCap