

Eugenie



Eugenie understands her place in the world around her, her contribution to environment and society. She checks on brands before making a choice and rejects unethical brands, engages in community and public service and prefers to financially contribute to issues that matter to her.

Eugenie reduces her negative impact on the planet by sticking to vegan lifestyle, consuming less, choosing alternative transportation means, separating her waste and giving a second life to old things by donating them.

Eugenie's values on more sustainable living are well aligned with her expectations on brands' objectives, such as transparency, being cruelty-free and eliminating negative impact on environment and society.

	NEED RECOGNITION	SEARCH FOR PRODUCT INFO	EVALUATION OF ALTERNATIVES	PURCHASE	POST PURCHASE USE	DISPOSAL
Goals	Realises a need for cleaner	Evaluates open-to-public sources	Tries to find out whether product is cruelty-free	Assesses chosen options, looks for eco labels	Pays for the product	Looks for ways to recycle
Expectations	Find and buy a product that will tackle a problem and help make impact.	Find reliable source of information where product information could be obtained.	Among all products reviewed, find cruelty-free version.	Compare all the alternatives and find the best-appealing option.	After thorough evaluation, pick the best alternative	Use and evaluate product, share experience.
Process and touchpoints	The product not only solves a problem, but goes along with sustainability values. I will support a brand with my money.	Will easily find a source that evaluates products according to desired criteria.	There is a product present on the local market that was not tested on animals.	I can find at least a few products that were considered to be purchased after research to compare up-close.	I have done my best in research. With my money I will support the brand that shares my ethical values.	The product satisfies expectations. The platforms to share experience are readily available. My expert view will make an impact.
Emotional journey						
Pain points	Too many products are present on the market. It will take time to find the one aligning with values.	Some of the sources are sponsored.	All household cleaners in Russia are subject to animal testing. This fact is being covered. Unable to get extra information anywhere.	Not all of the products picked in previous phase can be found at stores. Even though the product is eco-labelled, it still might be tested on animals.	Very few customers at the store bought sustainable cleaners.	Unsure whether my review will be enough so I can spread awareness.
Barriers		Lack of trust in ethical (cruelty-free) claims.	Lack of information on cruelty-free brand ethics.	Lack of availability.		

optimism

enthusiastic curiosity

sadness

meticulousness

excitement

joy

pride for making impact