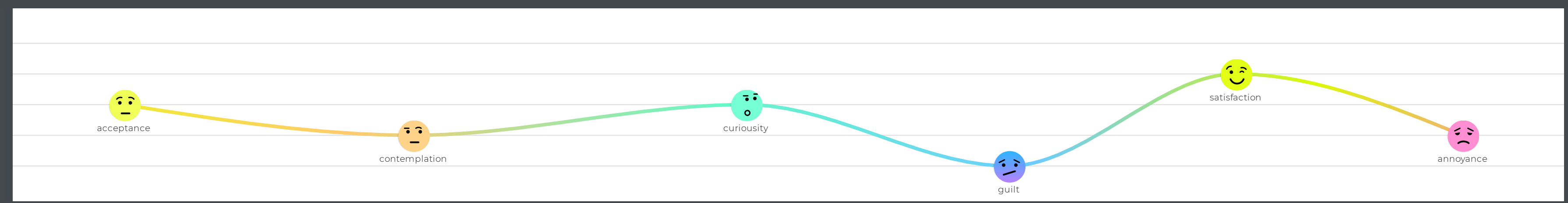
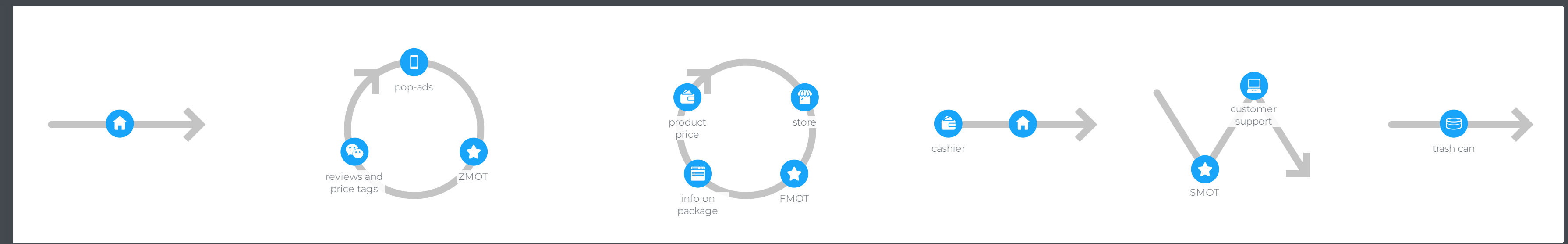


Alex



Alex sees himself as an individual that occasionally contributes to sustainability by purchasing products he considers green. He is aware of numerous environmental and social problems humanity is facing and thinks that action needs to be taken, but does not have any idea on how it attributes to him in personal context. Alex understands the product packaging is subject to recycling, however, is ready to do it when means are available and not much of an effort will be taken.

	NEED RECOGNITION	SEARCH FOR PRODUCT INFO	EVALUATION OF ALTERNATIVES	PURCHASE	POST PURCHASE USE	DISPOSAL
Goals	Realises a need for cleaner	Looks for products with best value/money ratio	Assesses chosen options present at store	Picks up a product	Uses product, shares experience	Check on disposal requirements
Expectations	Find and buy a product that will effectively tackle a problem.	After running onto ad, check for product price and reviews.	Find previously purchased option. If not present, look for alternative.	Pay for product and leave the store.	Use and evaluate product, conclude whether it brings its value for money spent.	Dispose product packaging according to requirements.
Process and touchpoints						
Emotional journey						
Pain points						
Barriers						



Need to look for something else, as previous product was not effective enough. Huge amount of brands on the market	"Brands make customers solve self-created problems" Afraid to be caught up on greenwashing bait. Needs considerable time and effort to analyze and compare options.	I cannot see the product I chose to buy at the previous stage. I will go with a different choice. Unable to right away obtain information regarding the benefits and value of this sustainable product. Promise on the packaging is likely to be false.	Feeling guilty for not doing part in sustainable consumption, which influences final decision.	Unsure whether product review will reach its target.	Product only must be recycled at a special plant. Extra fee for recycling is required.
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	Lack of trust. Price premium. Scepticism.	Lack of availability. Lack of information. False marketing baits.			Feeling pressured by extra obligations.
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