

Michael



Michael is a hard-working and sociable individual, who pursues comfort and stability in his life. He gladly engages in family gatherings and active leisures. His attitudes towards commodities is often materialistic, as he believes that more is better - e.g. owning several cars or electronic devices is perceived as a good indicator of one's wealth. His way of making decisions is often compulsory, as he often checks with his close network of friends and colleagues in order to get new ideas.

	NEED RECOGNITION	SEARCH FOR PRODUCT INFO	EVALUATION OF ALTERNATIVES	PURCHASE	POST PURCHASE USE	DISPOSAL
Goals	Realises a need for cleaner	Looks for any proof of effectiveness	Assesses options available on display	Picks up a product	Uses product, shares experience	Throws packaging away
Expectations	Purchase familiar inexpensive product that will last for long.	Obtain a decent argument to buy a product.	Quickly find recommended or appealing product and proceed to check-out.	Pay a good price for product and leave the store.	Assess product's effectiveness, recommend friends is satisfied	Quickly get rid of packaging.
Process and touchpoints	The product that fits my needs is readily available.	If product is more expensive, it is of higher quality and should be effective. It is advertised and I hear about it from my friends, thus I can trust it.	The product is sold at store nearby and retailed under good price.	I am not spending money for no reason,	Product it will pay itself off and last for longer time.	I will throw it away to the trash can near my building; further on it is not my responsibility.
Emotional journey						
Pain points	I run out of my regular product too fast.	Doubt regarding effectiveness. Positioning product as sustainable is nothing else but another way of making money on customers. "I'm being fooled"	I will waste my time evaluating all these products. I can't find particular product, they all look similar. If product is eco-labeled, it is not strong or effective. Why is it more expensive? Because of some of its attributes (packaging, color, fragrance), product does not appear good to me.	Frightening uncertainty of wasting money on unfamiliar cleaner.	If I didn't see the difference in effectiveness and it works just fine, than it contains the same chemicals	None at this point.
Barriers	Exposure to advertisement.	Lack of knowledge on existence of sustainable products. Lack of information.	Lack of time to shop. Habits. Product attributes that may form certain assumptions. Sustainable product placement among regular products on the shelf.	Considerable price premium.		

