

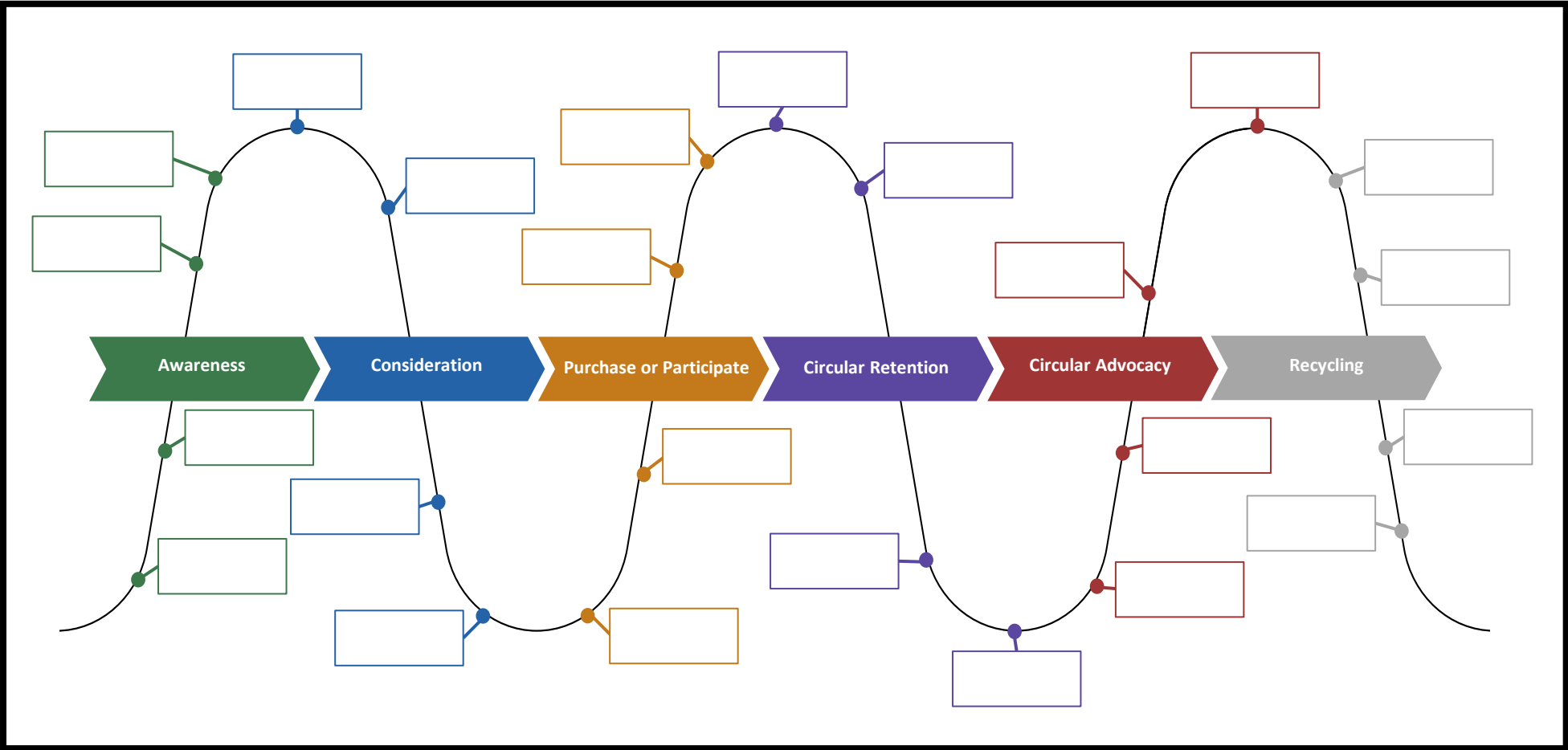
Circular Customer Journey Touchpoint Map

Designed for:

Designed by:

Date:

Version:



Circular Customer Journey Canvas

Designed for:

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Stage	Awareness <i>How does the customer become aware of us?</i>	Consideration <i>What is the customer's motivation for buying?</i>	Purchase or Participate <i>How do we trigger action?</i>	Circular Retention <i>How do we stay in contact with the customer?</i>	Circular Advocacy <i>What opportunities for engagement are we creating?</i>	Recycling <i>How do we motivate customers to participate in circularity?</i>
 TOUCH POINT	☐ Media visibility ☐ Websites, socials ☐ Search engine visibility ☐ Sustainable collectives	☐ Product reviews, testimonials ☐ Sustainable comparison guides ☐ Background research	☐ Website checkout ☐ In-store experience ☐ External retailers ☐ Online support	☐ Repair services/ instructions ☐ Refurbishing services/ instructions	☐ Referral programs ☐ User generated content ☐ Reselling platforms or incentives	☐ Company recollection schemes ☐ Recycling partners ☐ Municipal waste management
 ACTION	☐ Sustainable or conventional option? ☐ Understanding circular offerings	☐ New, refurbished, or recycled? ☐ Assess sustainability statements	☐ Ownership or service? ☐ Complete purchase ☐ Receive confirmation	☐ Repair at home or take to service ☐ Look up upcycling/refurbishing	☐ Leave reviews and share experiences ☐ Reselling existing or upcycled products	☐ Contact company for recollection ☐ Recycle through appropriate provider
 EXPERIENCE	What is the customer feeling at this stage?					
 PAIN POINTS	☐ Unclear circular benefits ☐ Attitudes towards circularity: positive or negative?	☐ Price complexity compared to linear products ☐ Negative emotions towards recycling	☐ Disengagement from the service ☐ Unclear policies ☐ Lack of understanding ☐ Valuing ownership	☐ Poor support ☐ Education on repair ☐ Keeping contact with the customer	☐ No recognition ☐ Unappreciated loyalty ☐ Disengagement	☐ Education on recycling ☐ Reselling platforms or incentives
 OPPORTUNITIES	☐ Addressing customer's 'job-to-be-done' ☐ Education on circular benefits	☐ Multifaceted circular benefits ☐ Strong story derived from circularity	☐ Simplify checkout ☐ Ensure continued contact ☐ Satisfaction guarantee ☐ Circular variety of ownership	☐ Additional value created through repair services ☐ Personalization through upcycling	☐ Create ambassador programs ☐ Encourage user generated content	☐ Continuing the customer relation ☐ Take-back schemes ☐ Incentives to create motivation