

# Circular Customer Empathy Map

## Luxury Shopper Isabella



### Thinks

What does this persona think about sustainable fashion?

### Feels



How do they feel about circular business models?



### Does

What actions do they take (or not take) when shopping for fashion?

### Says



What do they say to others about sustainability?



# Customer Journey Luxury Shopper Isabella

**Scenario:** Isabella is considering purchasing a luxury handbag from a brand that claims to use sustainable materials and ethical production practices.



Customer Journey Communication Canvas					
Draft circular journey	Awareness	Consideration	Purchase	Usage	Circular end-of-life
Customer actions	<ul style="list-style-type: none"> <li>Isabella sees a feature about the brand in a luxury fashion magazine highlighting its sustainability efforts.</li> <li>She notices an Instagram ad showcasing the craftsmanship and eco-friendly materials used in the handbag.</li> </ul>	<ul style="list-style-type: none"> <li>Visits the brand's website to explore the collection and reads about their sustainability practices.</li> <li>Attends an exclusive in-store event where the brand demonstrates the production process and highlights its ethical sourcing.</li> </ul>	<ul style="list-style-type: none"> <li>Books a private shopping appointment at the boutique and purchases the handbag after receiving personalized styling advice.</li> <li>Receives a certificate of authenticity and sustainability with the purchase.</li> </ul>	<ul style="list-style-type: none"> <li>Uses the handbag for special occasions and appreciates its timeless design and durability.</li> <li>Receives an email with tips on how to care for the handbag to extend its lifespan.</li> </ul>	<ul style="list-style-type: none"> <li>The brand offers a buy-back program for pre-loved items, and Isabella trades in her handbag for store credit after a few years.</li> <li>The handbag is refurbished and resold as part of the brand's circular initiative.</li> </ul>
COM-B analysis					
GCD-compliant communication					
Barriers and opportunities					

# Circular Customer Empathy Map

## Budget-Conscious Parent Emma



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# Customer Journey Budget-Conscious Parent Emma

**Scenario:** Emma is shopping for affordable, durable clothing for her children and wants to make more sustainable choices.



Customer Journey Communication Canvas					
Draft circular journey	Awareness	Consideration	Purchase	Usage	Circular end-of-life
Customer actions	<ul style="list-style-type: none"> <li>Emma sees a Facebook ad for a high-street retailer promoting a new sustainable kids' clothing line.</li> <li>Notices a flyer in-store highlighting the brand's commitment to using organic cotton.</li> </ul>	<ul style="list-style-type: none"> <li>Visits the retailer's website to browse the collection and reads about their sustainability initiatives.</li> <li>Joins a local parenting group on Facebook where other parents recommend the brand for its affordability and eco-friendliness.</li> </ul>	<ul style="list-style-type: none"> <li>Buys a few items in-store during a sale, appreciating the affordable price point.</li> <li>Receives a loyalty card with points for purchasing from the sustainable collection.</li> </ul>	<ul style="list-style-type: none"> <li>Dresses her children in the clothing and appreciates its durability and ease of washing.</li> <li>Receives an email with tips on how to upcycle or repurpose outgrown clothing.</li> </ul>	<ul style="list-style-type: none"> <li>Participates in the retailer's clothing donation program, dropping off outgrown items at the store.</li> <li>Receives a voucher for her next purchase as a thank-you for contributing to the circular initiative.</li> </ul>
COM-B analysis					
GCD-compliant communication					
Barriers and opportunities					

# Circular Customer Empathy Map

## Trend-Driven Gen Z Shopper Raj



### Thinks

What does this persona think about sustainable fashion?

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What do they say to others about sustainability?



# Customer Journey Trend-Driven Gen Z Shopper Raj

**Scenario:** Raj wants to buy a trendy, sustainable hoodie that aligns with his values and fits his budget.



Customer Journey Communication Canvas					
	Awareness	Consideration	Purchase	Usage	Circular end-of-life
<b>Draft circular journey</b>					
<b>Customer actions</b>	<ul style="list-style-type: none"> <li>Raj discovers the brand on TikTok through a viral video showcasing their sustainable hoodie collection.</li> <li>Sees an Instagram post by a favourite influencer wearing the hoodie and tagging the brand.</li> </ul>	<ul style="list-style-type: none"> <li>Visits the brand's website and uses their interactive quiz to find the perfect hoodie.</li> <li>Watches a behind-the-scenes video on the brand's YouTube channel about their sustainable production process.</li> </ul>	<ul style="list-style-type: none"> <li>Buys the hoodie online using a student discount code.</li> <li>Receives the hoodie in eco-friendly packaging with a QR code linking to its sustainability story.</li> </ul>	<ul style="list-style-type: none"> <li>Wears the hoodie frequently and shares outfit photos on Instagram, tagging the brand.</li> <li>Receives a notification from the brand's app with tips on how to style the hoodie for different occasions.</li> </ul>	<ul style="list-style-type: none"> <li>Sells the hoodie on a resale platform like Depop when he's ready for a new look.</li> <li>The brand promotes his listing, encouraging circular fashion among its community.</li> </ul>
<b>COM-B analysis</b>					
<b>GCD-compliant communication</b>					
<b>Barriers and opportunities</b>					

# Circular Customer Empathy Map

## Busy Professional Amara



### Thinks

What does this persona think about sustainable fashion?



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### Does

What actions do they take (or not take) when shopping for fashion?



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# Customer Journey Busy Professional Amara

**Scenario:** Amara is looking for a sustainable capsule wardrobe to simplify her morning routine and align with her values.



Customer Journey Communication Canvas					
Draft circular journey	Awareness	Consideration	Purchase	Usage	Circular end-of-life
<b>Customer actions</b>	<ul style="list-style-type: none"> <li>Amara receives a LinkedIn ad about a brand offering sustainable capsule wardrobe collections for professionals.</li> <li>Reads an article on a business news site featuring the brand's innovative approach to sustainable fashion.</li> </ul>	<ul style="list-style-type: none"> <li>Visits the brand's website and uses their virtual wardrobe builder to explore outfit combinations.</li> <li>Signs up for a free webinar hosted by the brand on "Sustainable Fashion for Busy Professionals."</li> </ul>	<ul style="list-style-type: none"> <li>Orders a capsule wardrobe bundle online, appreciating the convenience and curated selection.</li> <li>Receives a personalized thank-you email with a guide on how to maximize the versatility of her new wardrobe.</li> </ul>	<ul style="list-style-type: none"> <li>Wears the pieces daily and appreciates their quality and ease of care.</li> <li>Receives a follow-up email with tips on how to care for the clothing to extend its lifespan.</li> </ul>	<ul style="list-style-type: none"> <li>Participates in the brand's wardrobe refresh program, sending back worn items for recycling and receiving a discount on new pieces.</li> <li>The brand upcycles the returned items into new products, closing the loop.</li> </ul>
<b>COM-B analysis</b>					
<b>GCD-compliant communication</b>					
<b>Barriers and opportunities</b>					