

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">Isabella sees a feature about the brand in a luxury fashion magazine highlighting its sustainability efforts.She notices an Instagram ad showcasing the craftsmanship and eco-friendly materials used in the handbag.	<ul style="list-style-type: none">Visits the brand’s website to explore the collection and reads about their sustainability practices.Attends an exclusive in-store event where the brand demonstrates the production process and highlights its ethical sourcing.	<ul style="list-style-type: none">Books a private shopping appointment at the boutique and purchases the handbag after receiving personalized styling advice.Receives a certificate of authenticity and sustainability with the purchase.	<ul style="list-style-type: none">Uses the handbag for special occasions and appreciates its timeless design and durability.Receives an email with tips on how to care for the handbag to extend its lifespan.	<ul style="list-style-type: none">The brand offers a buy-back program for pre-loved items, and Isabella trades in her handbag for store credit after a few years.The handbag is refurbished and resold as part of the brand’s circular initiative.
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">Emma sees a Facebook ad for a high-street retailer promoting a new sustainable kids' clothing line.Notices a flyer in-store highlighting the brand's commitment to using organic cotton.	<ul style="list-style-type: none">Visits the retailer's website to browse the collection and reads about their sustainability initiatives.Joins a local parenting group on Facebook where other parents recommend the brand for its affordability and eco-friendliness.	<ul style="list-style-type: none">Buys a few items in-store during a sale, appreciating the affordable price point.Receives a loyalty card with points for purchasing from the sustainable collection.	<ul style="list-style-type: none">Dresses her children in the clothing and appreciates its durability and ease of washing.Receives an email with tips on how to upcycle or repurpose outgrown clothing.	<ul style="list-style-type: none">Participates in the retailer's clothing donation program, dropping off outgrown items at the store.Receives a voucher for her next purchase as a thank-you for contributing to the circular initiative.
COM-B analysis					
GCD-compliant communication					
Barriers and opportunities					

Circular Customer Empathy Map

Trend-Driven Gen Z Shopper Raj



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

Circular Customer Empathy Map

Busy Professional Amara



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