Journey Mapping each Refill Format

Mapping pain points and motivations of each stage

Journey Phases
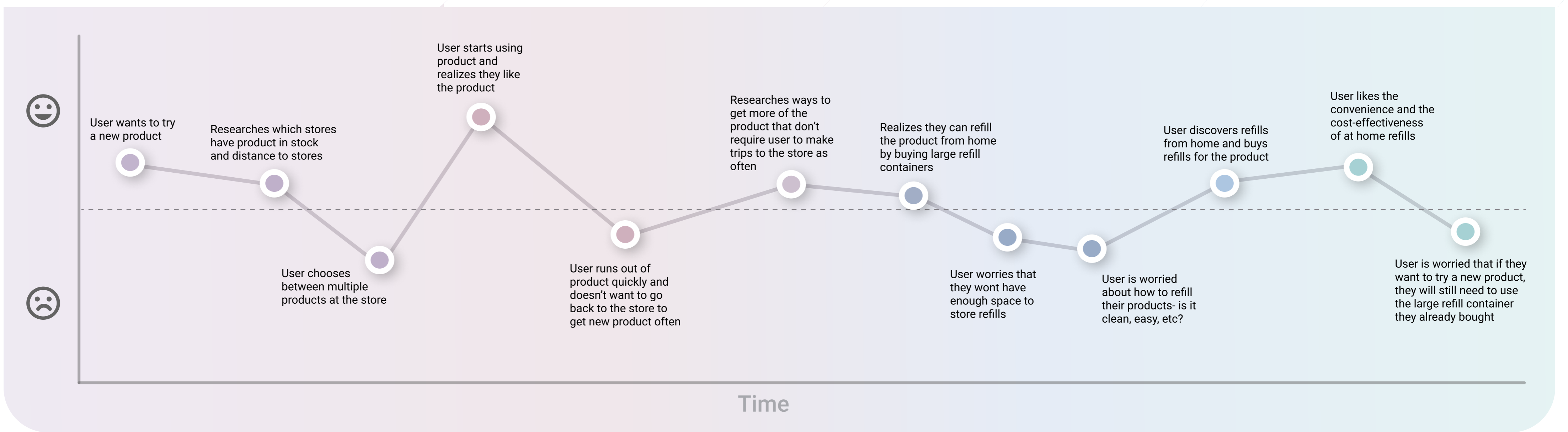
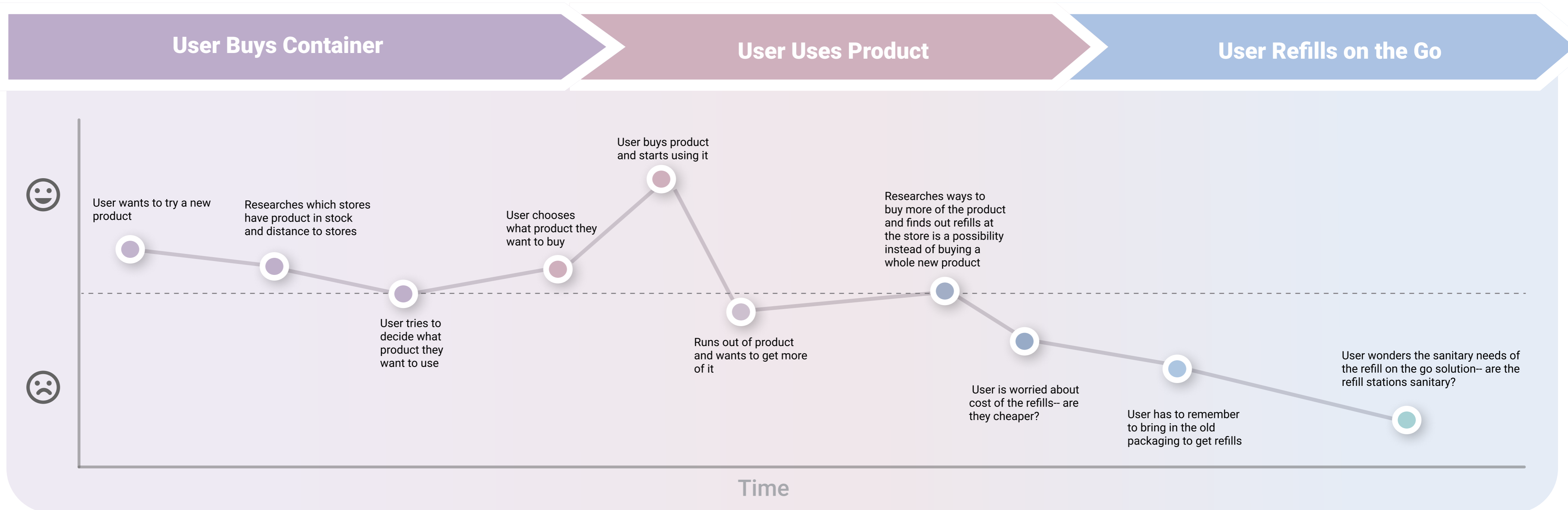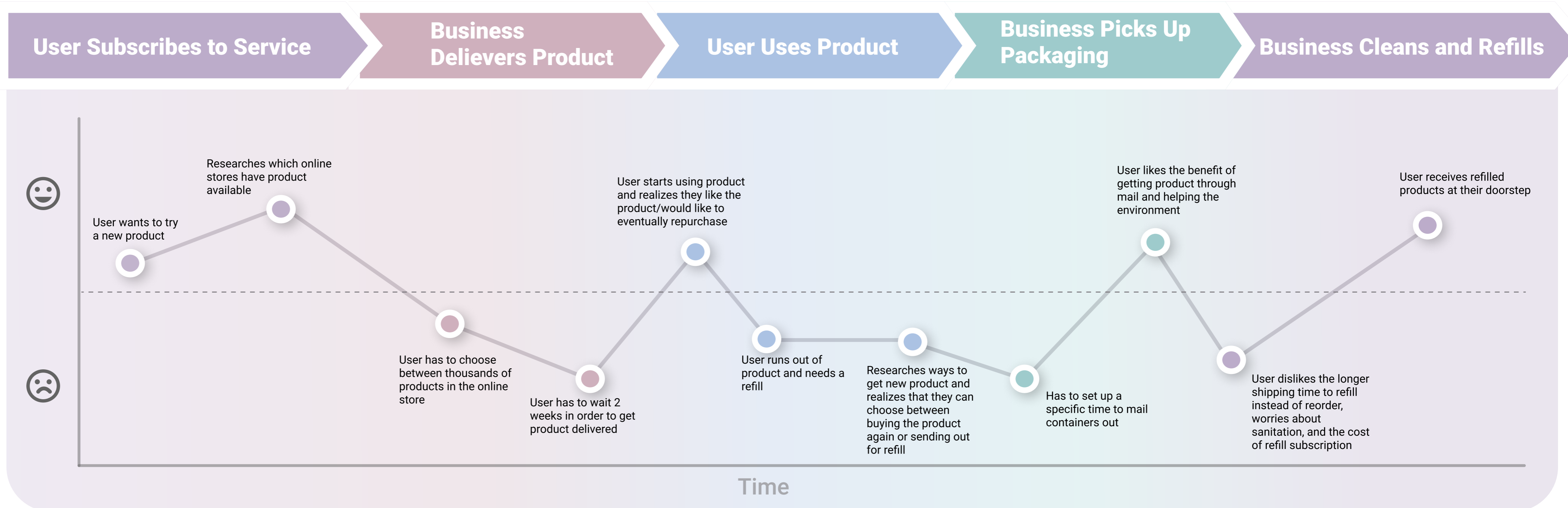| User Buys Container | User Uses Product | User Acquires Refills | User Refills Container |

Refill from Home

- User wants to try a new product
- Researches which stores have product in stock and distance to stores
- User chooses between multiple products at the store
- User starts using product and realizes they like the product
- User runs out of product quickly and doesn't want to go back to the store to get new product often
- Researches ways to get more of the product that don't require user to make trips to the store as often
- Realizes they can refill the product from home by buying large refill containers
- User worries that they wont have enough space to store refills
- User is worried about how to refill their products- is it clean, easy, etc?
- User discovers refills from home and buys refills for the product
- User likes the convenience and the cost-effectiveness of at home refills
- User is worried that if they want to try a new product, they will still need to use the large refill container they already bought

Time

Journey Phases

| User Buys Container | User Uses Product | User Refills on the Go |

Refill on the go

- User wants to try a new product
- Researches which stores have product in stock and distance to stores
- User tries to decide what product they want to use
- User chooses what product they want to buy
- User buys product and starts using it
- Runs out of product and wants to get more of it
- Researches ways to buy more of the product and finds out refills at the store is a possibility instead of buying a whole new product
- User is worried about cost of the refills– are they cheaper?
- User has to remember to bring in the old packaging to get refills
- User wonders the sanitary needs of the refill on the go solution– are the refill stations sanitary?

Time

Journey Phases

| User Subscribes to Service | Business Delievers Product | User Uses Product | Business Picks Up Packaging | Business Cleans and Refills |

Return from home

- User wants to try a new product
- Researches which online stores have product available
- User has to choose between thousands of products in the online store
- User has to wait 2 weeks in order to get product delivered
- User starts using product and realizes they like the product/would like to eventually repurchase
- User runs out of product and needs a refill
- Researches ways to get new product and realizes that they can choose between buying the product again or sending out for refill
- Has to set up a specific time to mail containers out
- User likes the benefit of getting product through mail and helping the environment
- User dislikes the longer shipping time to refill instead of reorder, worries about sanitation, and the cost of refill subscription
- User receives refilled products at their doorstep

Time

Journey Phases

| User Purchase Product | User Uses Product | User Returns Packaging | Business Cleans and Refills |

Return on the go

- User wants to try a new product that is sustainable and reduces waste
- User researches products with reusables packaging
- User purchases refillable product of choice
- User uses product
- User runs out of product
- User researches where to return packaging
- User brings used packaging to specific location- sometimes this is inconvenient and bulky
- User now is without product so needs an extra product or temporary substitution until refill is completed
- Business obtains packaging
- User waits for product to refiled and returned to them
- User wonders if refiled and returned packaing is sanitary- is it their own packaging or a random person's?

Time