

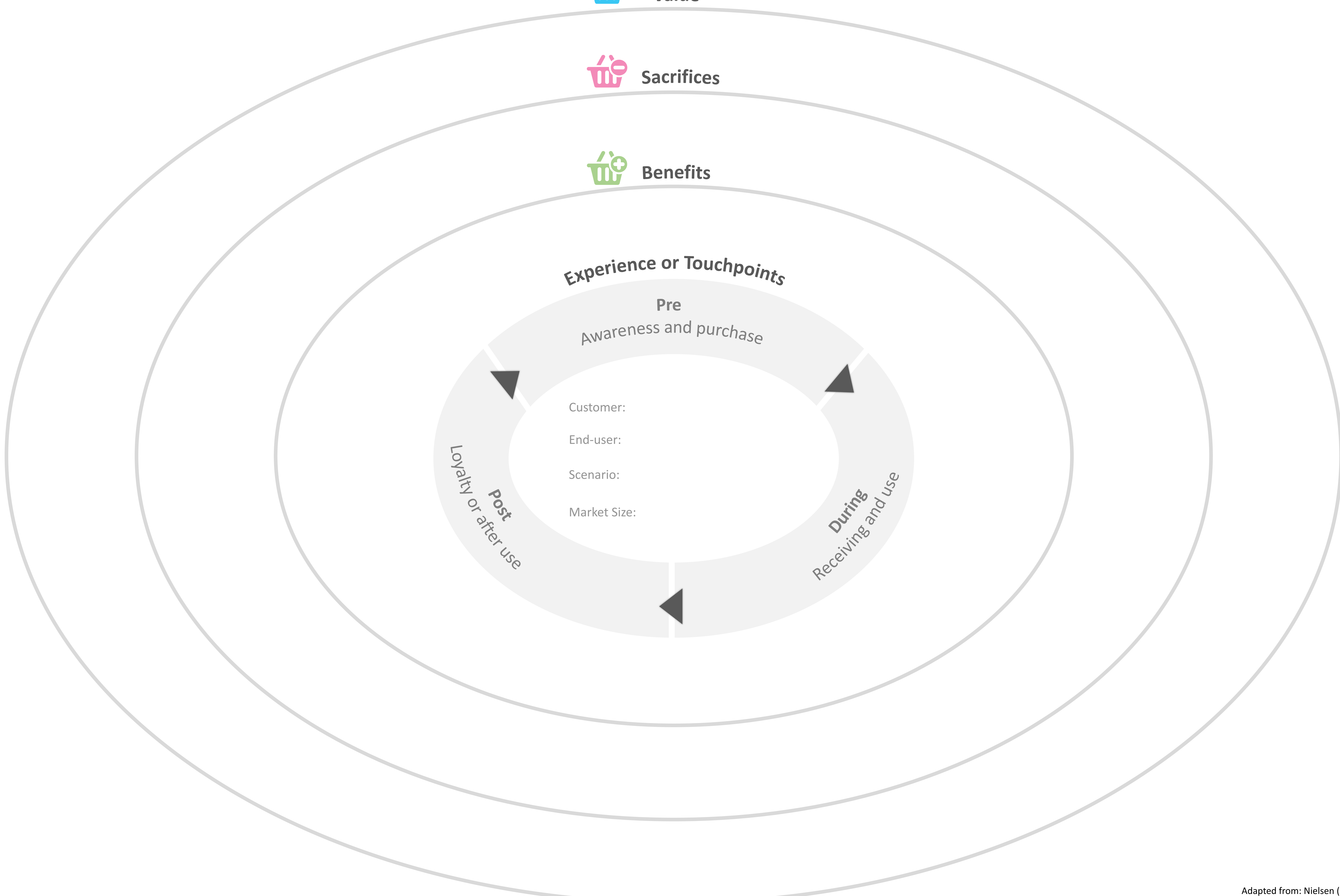
Circular Economy Customer and User Journeys

Exploring benefits, sacrifices and value potential for Circular Economy

Value

Sacrifices

Benefits



Experience or Touchpoints

Pre
Awareness and purchase

Customer:
End-user:
Scenario:
Market Size:

During
Receiving and use

Post
Loyalty or after use