CHARTING OPPORTUNITIES

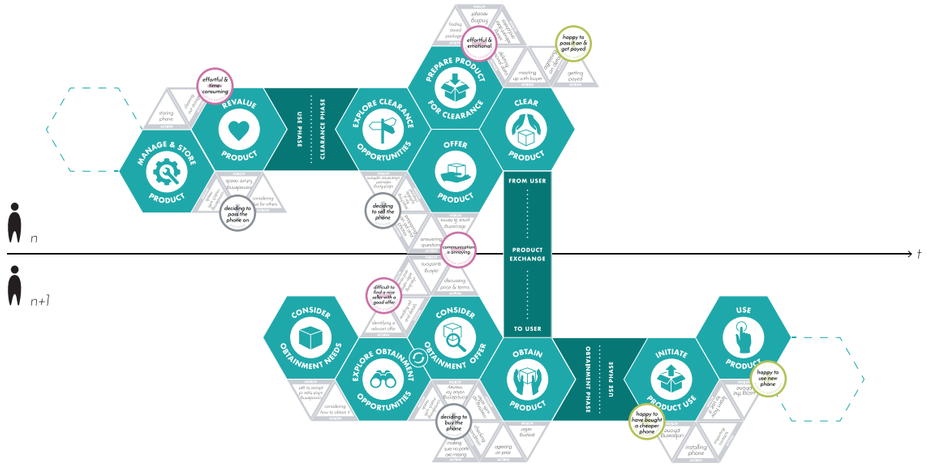
The *Circular Journeys Exploration Pack* helps you chart people's consumption processes throughout the three phases of obtainment, use, and clearance. The tool can be used to chart journeys for different types of consumption processes, different types of products and different consumers.

The tool can be used to chart a journey for a specific consumer (as shown by the first example to the right), or a category of consumers, throughout the entire consumption process. The tool can however also be used to chart a particularly interesting segment of a consumption process or the link between two consumers' consumption processes. The second example illustrates a product exchange process in which a product is transferred from one consumer to another. For such journeys, the consumers' relation is essential to define as the process may look very different depending on if they are family, friends, or strangers.
The tool can be used to chart consumption processes that have already been thoroughly researched through user studies but this is, however, not a prerequisite for using the tool. Less explored journeys can also be charted, based on for instance one's own experience or assumptions. Furthermore, the tool can be used to mediate user studies to gain novel insights from consumers, to prototype future consumption processes, and to compare and evaluate different journeys. For instance, try comparing linear and circular journeys; journeys for different paths of consumption; or journeys in which people interact with or make use of different services or exchange agents.

If you chart a journey based on previously conducted in-depth user studies or as part of conducting new user studies, you can expect to end up with a rather detailed and realistic description of the journey. This may be advantageous in many cases as it can unveil more design challenges compared to less detailed journeys. Nevertheless, sometimes a less detailed journey is enough to identify the most critical design challenges to address.

RENTING & RETURNING
a pressure washer

SELLING / BUYING
a mobile phone



CIRCULAR JOURNEYS EXPLORATION PACK

helps you to chart circular consumption processes

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A USE2USE DESIGN TOOL

WHAT IS THE CIRCULAR JOURNEYS EXPLORATION PACK?

The *Circular Journeys Exploration Pack* supports designers and other agents to increase their understanding of how circular consumption processes are carried out and how people experience such processes. People can engage in circular consumption in many different ways by, for instance, renting, leasing, borrowing and buying pre-used products. Such consumption processes comprise various activities and decisions during three main phases: obtainment (gaining ownership or access), use and clearance (resigning ownership or access).

The tool enables charting of people's consumption processes step-by-step so that people's activities, decisions and experiences can be explored and critical hinders to circularity can be unveiled. Gaining insight into consumption-related design challenges is essential if one aims to design products and services that make circular consumption preferable to people.

The *Circular Journeys Exploration Pack* includes a set of different pieces that facilitates the charting of people's consumption processes. It can prove beneficial for a number of different design activities in the early stages of a design process. For instance, the tool can be used to chart existing consumption journeys based on empirical data, to mediate user studies, and to prototype future journeys.

A USE2USE DESIGN TOOL

HOW TO USE THE CIRCULAR JOURNEYS EXPLORATION PACK

The Circular Journeys Exploration Pack can be used in different ways and for different purposes depending on what is relevant. This guide only describes the basics of charting a consumption journey so feel free to explore how you can make use of the tool in a way that suits your needs.

GETTING STARTED

Decide what you want to chart. If you want to chart an authentic process for one individual, you simply map what actually happened. But if you're charting something more generic, you'll need to define it a bit to make it doable. For instance, charting "renting a product" would be too tricky to map due to all the non-specifics, but "renting a car from a hire firm", or "selling something on eBay" would be easier and more meaningful.

It is also good to decide what parts of the consumption process you want to chart. Even if products are generally obtained, used and cleared, it may be meaningful for you to map just the clearance phase of the process. You can also decide whether to chart the process of a single user, or two subsequent users. For instance, if you were charting "renting a car from a hire firm", it might be meaningful to chart the whole process for a single user. However, if you wanted to chart "selling something on eBay", you could chart both the seller's process and how it links to the buyer's process.

CHARTING JOURNEYS

The process to chart consumption journeys involves three main steps. Start by laying out any relevant hexagonal *activity pieces* so that they form the backbone of the consumption process you're charting. The activity pieces can be grouped into the three main phases of consumption, i.e. obtainment, use, and clearance, using the connectors to emphasise the three phases. If processes leading to disposal or recycling is charted, an additional piece can be used to emphasise this. The pieces are charted with an imagined time-line to describe the consumption process over time. Activities that are carried out in parallel can be placed above/below each other and you can also use the iteration pieces to highlight iterative activities.

Step 2 involves describing specific actions that people carry out as part of their main consumption activities. Use the triangular *action thinking notes* to describe in more detail what actions the activities entail. You can choose whether to chart all hexagons first and then all triangles, or whether you want to chart them in parallel. Actions relevant to pinpoint are actions that in different ways are significant to people and their consumption processes. For example, actions that require a lot of effort or time, are difficult, boring or inconvenient, or bring about particular experiences are important to identify. The examples on the backside of the activity pieces can be used as inspiration.

In parallel with Step 2, or when the full process is charted, identify the main decision points and discuss people's experiences during the process. Use the *decision thinking notes* to describe decisions with major impact on the process and subsequent activities. Use the *experience thinking notes* to describe any experiences that are significantly positive and/or negative. Experiences that occur frequently and/or have drastic consequences may be deemed significant experiences. For instance, people's concerns and dislike of certain practicalities, or their pleasure and sense of achievement.

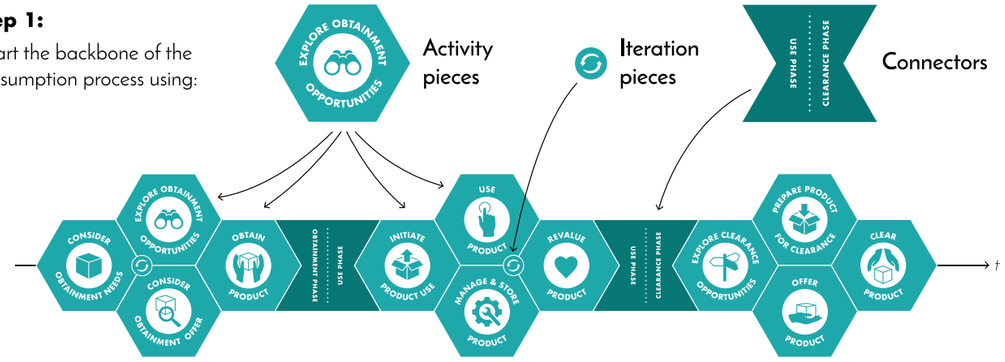
WRAPPING UP

Discuss and document your main insights. These might include the most difficult or boring actions in the process, the most important decisions, or the significant experiences. Based on this, identify important design challenges to address in future designs.

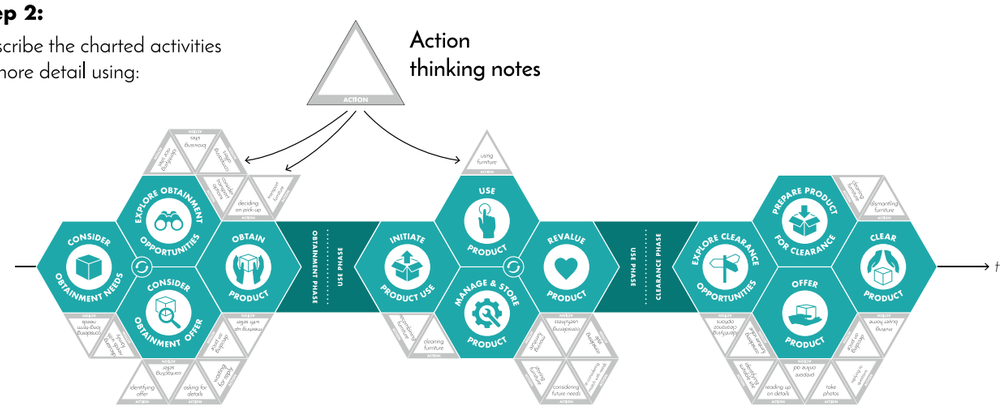
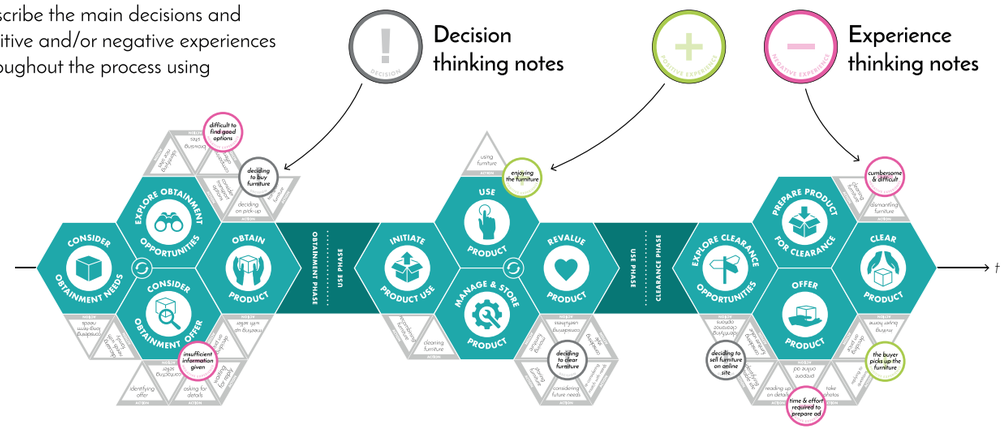
CHARTING JOURNEYS – AN EXAMPLE

The example below illustrates the three main steps of charting a consumption journey. Charting how a typical consumer buys and sells furniture on the second-hand market might look like this:

Step 1:
Chart the backbone of the consumption process using:



Step 2:
Describe the charted activities in more detail using:



Step 3:
Describe the main decisions and positive and/or negative experiences throughout the process using