Circularity means rethinking a linear use cycle of your product or service with a beginning, middle, and end. If a product or service is truly circular, it will never actually have an end to its life, but continuously take a new form. Mapping this journey will ensure that your product is staying in a useful state for as long as possible and adds value at every stage.

**STEPS**

1. Start by asking yourself: how long is the intended use phase initially for the product or service? And could this be extended?

2. Then, ask yourself “what’s next?” What happens after it’s first use cycle?
   - Does it return to the biosphere? (such as packaging that biodegrades)
   - Does it get reused or repurposed by a new user? (such as a cell phone that someone else uses after you in a new market or a wine bottle becoming a decoration item)
   - Does it get repaired or refurbished? (such a pair of boots that gets repaired)
   - Does it get remanufactured? (such as a phone case that gets remade instead of throwing away the whole smartphone)
   - Does it get recycled? (such as metal that gets melted down and re-used)

3. Do this for multiple cycles. What are the journeys for the different parts of your product or service after use? Likely your product will break down into its core elements/components the further you go into cycles of use.

4. Before finalising, consider the practical challenges in disposal, collection and recovery stages. (For example, a particular product or product component might be made of recyclable material, but not be recycled in reality.)

5. For components that do not have a circular pathway, how could they be re-designed? You might consider revisiting the Materials Breakdown activity if you need help with this.
Keep asking what will happen next to your product or materials to help you map the use cycles of your product. Basically, pretend you’re a five year old.

**Product Journey Mapping**

**MY PRODUCT IS:**

**INITIAL USE PHASE:**
How long will it be in use for in the first use cycle?

**WHAT HAPPENS AFTER THE FIRST USE?**
Does it return to the biosphere?
Get reused by someone else?
Get repaired? Get remanufactured?
Get recycled?