



WORKSHEET

Product Journey Mapping



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.



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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.

MY PRODUCT IS:

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INITIAL USE PHASE:

How long will it be in use for in the first use cycle?

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