

Jobs to be done

Functional Jobs

- **When** shopping for products, **I want to** find cruelty-free and sustainable options **so I can** make ethical and environmentally conscious purchases.
- **When** exploring cruelty-free alternatives, **I want to** compare product details and benefits **so I can** confidently choose high-quality items that align with my values.
- **When** looking for unique items, **I want to** browse a curated selection of cruelty-free products **so I can** find diverse, unique, and innovative options without compromising my lifestyle.
- **When** ordering from the marketplace, **I want to** track my delivery **so I can** know exactly when my products will arrive and plan accordingly.
- **When** researching cruelty-free brands, **I want to** learn about the brand's sustainability practices **so I can** support companies that are genuinely committed to eco-friendly production.
- **When** looking for household items, **I want to** find sustainable, non-toxic cleaning and home products **so I can** maintain a cruelty-free lifestyle in all aspects of my home.
- **When** I decide to transition to a more eco-conscious lifestyle, **I want to** easily discover affordable, cruelty-free products, **so I can** adopt new habits without feeling overwhelmed.

Emotional Jobs

- **When** making cruelty-free choices, **I want to** feel like I am contributing positively to the environment **so I can** feel proud of my lifestyle and choices.
- **When** purchasing cruelty-free products, **I want to** feel empowered in my lifestyle choices **so I can** confidently advocate for my values.
- **When** buying cruelty-free products, **I want to** feel assured that my purchase is contributing to animal welfare **so I can** experience peace of mind in my choices.
- **When** buying eco-friendly items, **I want to** feel that my choices reduce environmental harm **so I can** feel that I'm leaving a smaller footprint on the planet for future generations.

Jobs to be done

- **When** I explore cruelty-free alternatives, **I want to** enjoy the process of discovering stylish and innovative products, **so I can** feel excited and motivated about embracing a sustainable lifestyle.

Social Jobs

- **When** buying cruelty-free products, **I want to** support ethical brands **so I can** be perceived as a responsible and compassionate individual within my social circles.
- **When** using products from Greenesta, **I want to** showcase my commitment to sustainability **so I can** inspire friends, family, and followers to consider cruelty-free alternatives.
- **When** gifting items from Greenesta, **I want to** present thoughtful, cruelty-free-friendly gifts **so I can** align my gifting practices with my values and be seen as consistent in my ethics.
- **When** I recommend Greenesta to a friend, **I want to** know that the products are high-quality & trustworthy, **so I can** feel confident in my recommendation.

Ancillary Jobs

- **Before** buying cruelty-free products, **I want to** read product reviews and check certifications **so I can** feel confident in the quality and authenticity of my purchase.
- **During** the checkout process, **I want to** have multiple payment and delivery options **so I can** complete my purchase conveniently and flexibly.
- **When** I follow Greenesta on social media, **I want to** see inspiring stories and tips on sustainable living, **so I can** stay motivated and connected to a like-minded community.
- **After** receiving my items, **I want to** easily leave feedback on the marketplace **so I can** help other consumers make informed choices and support transparency in the marketplace.
- **When** I try Greenesta for the first time, **I want to** receive incentives like discounts or exclusive offers, **so I can** feel encouraged and make repeat purchases.
- **During** product exploration, **I want to** see suggestions for related or complementary cruelty-free items **so I can** create a cohesive cruelty-free lifestyle experience.
- **When** I encounter a problem with a product, **I want to** quickly reach customer support and resolve the issue, **so I can** feel valued as a customer and continue trusting the brand.