

Awareness

The user becomes aware of Owala and is introduced to the brand.

User Actions:

Discovery via Social Media:

A user sees an influencer or customer post about Owala on Instagram, TikTok, etc.

Paid Ads:

The user encounters targeted ads on platforms like Facebook or Google displaying the key features of Owala, such as "Leakproof," "FreeSip® Technology," and its eco-friendly appeal.

Referral or Word-of-Mouth:

The user hears about Owala from a friend or family member, or reads about it in an article about hydration or eco-friendly products.

Social Media (Instagram, TikTok, Google Search Ads, Influencers, Bloggers, Word-of-mouth (friends, online forums), Online Publications or Reviews

User Thoughts/ Needs:

Awareness of a new, innovative hydration product.

Curiosity about its features and benefits.

Consideration

The user starts exploring the Owala brand and its product options, evaluating if it fits their needs.

User Actions:

Visiting Website:

The user clicks on the social media ad/ referral link and lands on the Owala website.

Browsing Product Pages:

They browse different Owala bottles and check out different styles and functionality of each.

Reviewing Testimonials:

The user reads customer reviews, getting a sense of product quality and customer satisfaction.

Comparing with Competitors:

They check out similar brands (Hydro Flask, YETI, etc.), comparing price, style, etc.

Owala Homepage, Product Pages (features, colors, benefits), Customer Reviews Section, Comparison Content (blog posts / FAQ)

User Thoughts/ Needs:

Understanding product features and how Owala differs from competitors.

Social proof and customer feedback to verify claims.

Application

The user makes the decision to add their desired product to the cart.

User Actions:

Engaging with Product Pages:

The user selects the ideal Owala bottle based on their needs (e.g., size, color, and purpose – fitness, kids, work).

Add to Cart:

The user adds the product to their shopping cart and continues browsing or proceeds to checkout.

Using Product Filters:

They may use product filters to narrow down choices or use a “Which Owala Bottle Is Right for You?” quiz.

Product Pages, Cart Page, Interactive Tools (e.g., product filters, quizzes), buttons like “Add to Cart” or “Buy Now”

User Thoughts/ Needs:

Confidence in selecting the right product.

Convenience in adding the product to their cart.

Evaluation

The user evaluates whether to purchase, reviewing cart details, prices, and additional benefits.

User Actions:

Reviewing Cart:

The user revisits their cart to check product details, quantities, and shipping fees.

Looking for Discounts or Offers:

They search for available discount codes, free shipping offers, or incentives like “First-time buyer discount.”

Comparing Shipping and Return Policies:

The user checks the return and exchange policies, as well as delivery timeframes, to ensure flexibility.

Seeking Final Assurance:

They might read the FAQs, check trust badges (e.g., secure checkout, free shipping), or view more user-generated content (reviews or Instagram posts).

Cart Page, Checkout Process, Shipping & Returns Information, Customer Support, Discount Section

User Needs:

Assurance of a smooth and secure transaction.

Final check on product fit and value.

Enrollment

The user finalizes the purchase and becomes a customer.

User Actions:

Complete Purchase: The user enters payment and shipping information and completes the checkout.

Receive Confirmation: The user gets an order confirmation email with shipping details and an order number.

Engage with Post-Purchase Content: The user might engage with post-purchase offers like "Refer a Friend" for discounts, or subscribe to a newsletter for exclusive deals.

Consider Reordering or Additional Products: The user may add another bottle or accessory to their cart for a future purchase based on their positive experience.

Checkout Page, Confirmation Emails, Post-purchase Offers (newsletter sign-up, referral links)

User Thoughts/ Needs:

A smooth, efficient, and reassuring checkout experience.

Immediate confirmation and transparent shipping information.