




The Post-Purchase Experience

STAGE	DESCRIPTION	KEY QUESTIONS/POINTS
SUSTAINABILITY	Promoting long-term use by highlighting eco-friendly features and ethical practices.	How does the product support eco-conscious goals? Are there features that reduce wastage or promote recycling? 
CULTIVATING LONG-TERM LOYALTY	Ensuring customers remain committed and feel valued. 	How does the product evolve based on user feedback?  Are there loyalty rewards or recognition for consistent users?

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