



Case Study 2

Consumer behavior

Impacting Product Use-Phase

The Challenge

Shampoo manufacturer wanted to help their consumers use less water in the shower as this is by far the biggest driver of environmental footprint in shampoos.

Actions Taken

- Carried out in-home research to identify the best types of products to reduce water-use in the daily hair-care routine.
- Included research on how consumer habits could be influenced by product design.

The Outcome

- Identified “hero” products in the line-up that both reduced water usage AND were consumer preferred, forming the basis for an on-line consumer communication campaign.
- Identified the critical design elements of a shampoo to enable less water use for future innovation focus