

PURCHASING ESSENTIAL OILS



Essential oils are compounds extracted from parts of plants, which are then concentrated into carrier oils through various methods in order to capture a plant's unique scent and other properties. For millennia, they have been used in medicine and aromatherapy, which is an aromatic treatment used to promote health and well-being. In a way, it is thought of as both an art and science. There is limited scientific research supporting aromatherapy, but it's not far-fetched to assert that inhaling these compounds—direct pathways to the brain and lungs—may provide health benefits. After all, many have sworn by it for millennia.

Popular essential oils include but definitely aren't limited to: lavender, lemon, peppermint, cedarwood, frankincense, jasmine, and bergamot. Creating a unique blend of essential oils for a diffuser is both an art and science. Do you like floral, earthy, citrus, and/or fresh scents? Do you want pain relief, stress relief, an energy boost, and/or just a pleasant smell? There are countless oils, blends, and brands out there.

MEET LIAM



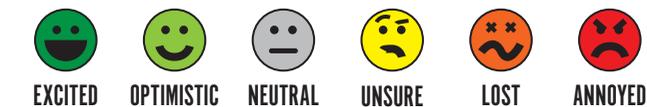
Liam just got a remote job which he is doing alongside his online graduate school, meaning that he is now working entirely from home. Although it is convenient for him not to have to drive to an office or school, he is still stressed by his responsibilities and having to be stationary for long periods of time. Also, when he is not working or studying, he is trying to either unwind or gather the energy to hang out with friends.

Recently, Liam discovered essential oils and aromatherapy, which claim to help with certain issues he is facing such as anxiety, stress, fatigue, sleep, and pain. Also, it would be nice for him to smell something pleasant while working from his room. He has a diffuser and is familiar with the most common oils such as lavender and lemon. But, he recently discovered that there is a whole world of them out there—each with unique, beneficial properties—and that you can combine them to create unique scents. He wants scents (and to make recipes of blended scents) that relieve anxiety and stress, boost mood, enhance focus, and just smell pleasant.

ACTIONS & CHANNELS



EMOTIONS



- ▶ Tracking the package
- ▶ Receiving the package
- ▶ Verifying whether the contents inside are in good condition
- ▶ Inhaling each essential oil directly from the bottle
- ▶ Testing a blend (or an oil by itself) in the diffuser



DELIVERY & TRIAL

- ▶ Can't wait to receive my oils.
- ▶ Arrival may take a bit due to some shipping methods such as USPS, but that's okay.
- ▶ I got them! No damages or leaks?
- ▶ This one smells good/okay/bad
- ▶ I found this recipe that I want to try!



REFLECTION

- ▶ Testing many different blend recipes for a few weeks
- ▶ Deciding whether to keep buying from the chosen brand
- ▶ Sharing experience and blend recommendations on social media
- ▶ Leave a review on the store's website



- ▶ This oil smells good/okay/bad
- ▶ This blend recipe smells good/okay/bad.
- ▶ It's like I'm at an apothecary brewing medicines and potions!
- ▶ I might come up with some blends and share them online if I like them.



END POINT



INTERNAL OWNERSHIP OPPORTUNITIES

- 1) The store owners should make explicit where it is best to buy their products.
- 2) The store owners or certification team should clarify whether non-organic products have any synthetics in them.
- 3) The web developers of a store site should create a wishlist system if there isn't any.



- ▶ Now that I have some inspiration, where should I get my oils?
- ▶ So many different brands!
- ▶ A lot of different and conflicting opinions and information... ugh
- ▶ Is there an advantage to ordering directly from the store vs ordering on Amazon?



MEDIUM SELECTION

- ▶ Googling "Best essential oil brands"
- ▶ Checking FAQ and About Us pages on popular store/brand websites
- 1) Deciding between ordering from Amazon or another distributor VS -- ordering directly from the store
- ▶ Speaking with others about their experiences and go-to brands



- ▶ Now that I have chosen the medium (brand and online platform), it's time to shop.
- ▶ I have a coupon by creating an account and ordering on the store's website!
- ▶ Free shipping as well!
- ▶ Do they have what I want?
- ▶ Some of these are expensive...
- ▶ Why are some of them not certified organic?
- ▶ The website's description of the oils differ from the information I learned...
- ▶ Do I have to do more research again? Ugh!



SHOPPING

- ▶ Searching for the desired oils on the platform
- ▶ Reading the website's descriptions of each oil
- 2) Finding out what certified organic VS not-certified means
- ▶ Proceed to checkout with selection
- ▶ Put in shipping details
- ▶ Purchase!
- 3) Add other oils to get later in a wishlist (if there's one available)



- ▶ Googling "essential oil benefits" or "are essential oils worth it?"
- ▶ Speaking with others on what they think of essential oils
- ▶ Looking at what people are saying on social media about it



BACK TO RESEARCH?

CONSIDERATION

- ▶ I want essential oils that will help me with my work, studies, and health.
- ▶ I want good-quality pure oils at an affordable price (but none of the cheap stuff).
- ▶ But where do I even begin?



- ▶ Researching oils and each of their beneficial properties
- ▶ Googling "essential oils for ____"
- ▶ Reading articles and blogs online
- ▶ Browsing Pinterest for recipes and inspiration
- ▶ Speaking with others about their favorite oils and blends



RESEARCH

- ▶ So many different oils and blends out there...
- ▶ How do I decide? I don't want to waste money!
- ▶ There might be side effects to some of these?
- ▶ Are any of these plants endangered?
- ▶ I've spent too long browsing and deciding on some scents... just pick some already!



START HERE

ACTIONS & CHANNELS

THOUGHTS & EMOTIONS