

Untapped's
Ideal
Product
Model
Blueprint

Our favourite products
from 2025



NEOM Mini Wellbeing Pod



Attributes

Functional Jobs

Helps me to scent small spaces quickly and effectively

Emotional Jobs

Helps me to create a sense of calm and personal sanctuary

Mechanisms

By being variable / adjustable

By being natural

Delivered by three intensity settings

Delivered by essential oil blends

Mother Root Ginger Non-alcoholic Aperitif



Attributes

Mechanisms

Functional Jobs

Helps me to take care of my health

Helps me to create a satisfying ritual

Emotional Jobs

Helps me to feel balanced and nurtured

Helps me to unwind and feel a sense of self care



By being gut friendly



Delivered by organic apple cider vinegar and blossom honey

Delivered by ginger root and fresh chilli

Aveeno Scalp Soothing Shampoo



Functional Jobs

Helps me to cleanse hair and soothe the scalp

Helps me to moisturise dry hair and improve the texture

Emotional Jobs

Helps me to care for my scalp sensitively

Helps me to feel good

Attributes

By being nourishing

By being PH balanced

Mechanisms

Delivered by sulfate-free surfactants

Delivered by a lovely fragrance

Robinsons Wicked Squash



Functional Jobs

Helps me to hydrate

Helps me to have an alternative to plain water

Emotional Jobs

Helps me to feel I deserve this treat without guilt

Helps me to feel a touch of sparkle and magic to mundane daily routines

Attributes

By being seasonal and on trend

By being eye catching

Mechanisms

Delivered by glitter particles that catch light

Delivered by shimmering effect when poured and mixed

DrySoon Heated Dryer



Functional Jobs

Helps me to speed up the drying of clothes

Helps me to make laundry more efficient

Emotional Jobs

Helps me to feel the strain of chores is lighter

Attributes

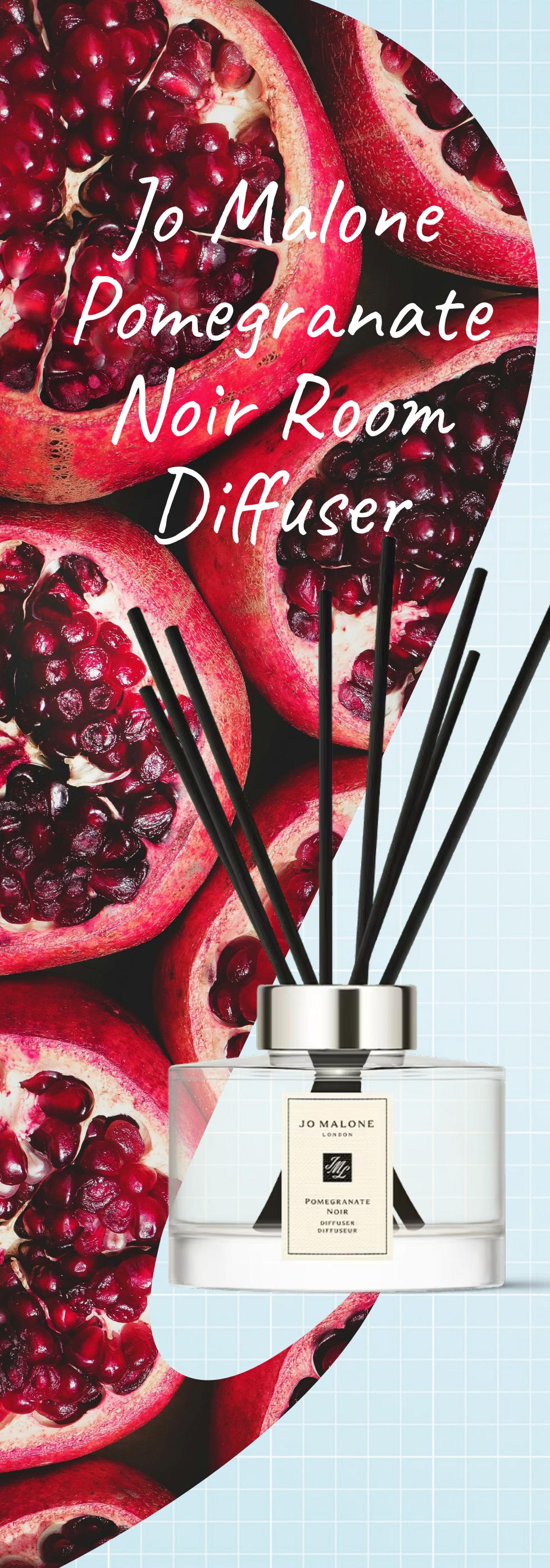
By being warming and effective

By being easy to store

Mechanisms

Delivered by organised rails that radiate heat uniformly

Delivered by clever, foldable design



Jo Malone Pomegranate Noir Room Diffuser

Attributes

Mechanisms

Functional Jobs



Emotional Jobs



Helps to fragrance a whole room for a year with a favourite scent

Helps me to feel grateful for happy memories

By being high quality and long lasting

By being simply attractive & elegant

Delivered by slow release reeds and a minimalist bottle

Delivered by unique blend of pomegranate, white florals and warm spice notes

Zoflora Floor Disinfectant



Functional Jobs

Helps me to clean the floor

Helps me keep the kitchen hygienic

Emotional Jobs

Helps me to feel like it's still summer when it's dark outside

Attributes

By being anti-bacterial and long lasting

By being a summer-like fragrance

Mechanisms

Delivered by coconut and lime

Delivered by benzalkonium chlorid (anti-bac)