

Untapped's Ideal Product Model Blueprint



Our favourite products from 2025



NEOM Mini Wellbeing Pod




Functional Jobs

Helps me to
scent small
spaces quickly
and effectively


Emotional Jobs

Helps me
to create a
sense of calm
and personal
sanctuary

Attributes

By being
variable /
adjustable

By being
natural

Mechanisms

Delivered by
three intensity
settings

Delivered by
essential oil
blends

Mother Root Ginger Non-alcoholic Aperitif




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

Attributes

By being
gut friendly

By being
natural

Mechanisms

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



Functional Jobs



Emotional Jobs

Attributes

Mechanisms

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
chloride
(anti-bac)