**Persona Fiona**

Name: Fiona

Age: 31

Biography

Fiona raises 2 young children with her husband Bob. She is the typical careful mother and reads a lot of books and articles about how you should raise your children. She has finished a bachelor in psychology and currently works part-time. Fiona is a people person and loves to communicate with others about the topics she likes and cares about. Fiona is environmental friendly, or at least tries to be. For example: She drives a small car, reuses her water bottles and is vegan. She loves to sport as well, since it makes her feel healthy and energetic. Currently, she is in a debate with her husband whether or not she will vaccinate her children.

Attitudinal details

Pain points:

Fiona hates arguments between her and the people she loves. She will do anything to avoid problems between her and her relatives.

Fiona is environmental friendly so she doesn’t like people wearing fur, driving unnecessarily and littering. Those people won’t be her best friends, just people who she might convince her lifestyle benefits. She will be triggered trying to do so.

Feelings:

Fiona has a warm heart for others, her children and animals. She is a extrovert person. She is emotionally not very stable since she is able to shift from one emotion to the other in a matter of seconds or minutes.

Goals and motivations

Goal: Do not worry about applying sunblock when the sun may shine too much, so she has to check her phone.

Motivations: Able to relax and leave her phone home when visiting the beach.

Behavioral details

Fiona will feel good when she sees her children have benefit from the use of the product. She will recommend it to other parents and potentially buys more of these products.

**Fiona’s Story**

As a environmental friendly person I want to wear climate neutral clothes so I can save the planet.

As a mother of children I want to be able to relax during summer so I like it when adamaoki takes over my task.

When the sun shines I want my children to wear adamaoki, so I can peacefully enjoy my summer day without the hassle of watching my children all day because of the sun burning their skins.