**Demographic Details**

Name: Zakaria

Age: 28

Occupation: Running athlete

**Personal Details**

Zakaria is a happy single with no children. She has no recent serious relationships and isn’t searching either. She is adopted from Jamaica at the age of 4 and had grown up in a foster family with 2 other adopted brothers. She was raised in the outskirts London where she still has a broad social network. Currently she is training for her first Olympic game where she will participate in the 1000 meters.

**Attitudinal details**

Mental model: She enjoys the time she spends with her family and friends. However she gets the most pleasure out of running. Living healthy is extremely important to her, partly because of her sport. Since she is outside for training a lot the sun is a major risk for her.

Pain points: Given her dark skin color it is hard for Zakaria to see when she gets her skin burned. Once she missed an imported race because she had a severe sunstroke.

Feelings: However sunscreen couldn’t prevent her severe sunstroke, ever since Zakaria takes the risks of the sun a lot more serious.

**Goals and motivations**

Goal: To live as healthy as possible and reduce all risks which could influence her race at the Olympic Games negative.

Motivation: Win the 1000 meter female running race at the Olympic Games.

**Behavioral details**

Zakaria was very interested in the product when she heard the idea. Since the Adam&Aoki shirt couldn’t have any possible negative side effect Zakaria didn’t hesitated and immediately ordered a T-shirt. Since she is satisfied with the T-shirts the suggested it to some of her friend and family and is thinking about contacting Adam&Aoki for a possible sponsorship and the Olympic Games.