**Persona Fiona buys the product**

Fiona first heard about adamaoki when a magazine wrote about it. She really liked the idea because her son and daughter play outside a lot and once in a while they cope with sunburn. Since this is unhealthy and may lead to skin cancer she is always worried her children are not using sunblock. She sets timers every 2 hours during the summer to remind herself about the urgency to reapply sunblock to their skins. Recently, she spoke about it with a friend. Both Fiona and her friend Daisy have recently bought the products via the website of adamaoiki and they are really happy with the end result. Now her kids either use the sunblock themselves when their shirts turn red or Fiona does it when she notices. Fiona feels much more relaxed and safe now she doesn’t have to set the timers. She will definitely mention this product to her friends and others coping with the same problem.

Important from this story:

Not a very technical person. So, the healthiness and the benefits of using the product should be very clear. Fiona will use mouth to mouth advertisement to promote the product.