**Fiona’s Scenario:**

Fiona came across Adam&Aoki via a social media platform. She liked the concept since it addresses her need to be a carefree parent. The durability and the eco-friendly aspect of the product made her more comfortable to buy it. As an aware individual, she likes knowing complete details of the products she is using. She likes to know how it was made and how it solves an issue. She checks a lot of reviews before buying things. She would also like to discuss her experiences with other parents and learn how to become a better parent. She would feel more secure if a company presents her with contacts or FAQs for her urgent concerns.

**Important from this scenario:**

* Fiona would like to have enough information before purchase.
* Fiona finds it important to interact with other people and hear about their experience.

**Design requirements from the scenario:**

* There should be clear information about the product, skin type, UV index, etc.
* There should be a community website with reviews.
* There should be a helpline number / FAQ section where she can learn how to handle the product.