**Persona Jack buys the product**

Jack is sitting home when he is bored and lonely. He starts browsing the Internet using his new iphone. When doing so, he comes across a news item about tips to stay healthy and comfortable in the sun. One of the tips talks about a new gadget. It is a piece of clothing from adamaoki, which recently hit the market. He clicks the link to the website and is sold by the design of the clothing and the innovative idea. He was baffled by the idea this could ever exist. He immediately bought one shirt the birthday of his grandchild Suzie. One week after Suzie’s birthday she began wearing her shirt. On the second day of Suzie’s voyage with her new shirt, suddenly the shirt began losing its yellow color! It turned red within 10 seconds. When a friend of Suzie saw this she began telling the story at school and Suzie’s shirt became the story of the day.

When her brother and sister heard about Suzie’s shirt, they immediately wanted it as well…..

Important from this story:

Grandpa is not a very technical person himself. So, checkout and website must be clear and easily understandable for him. Kids will love the idea of changing shirt color, so once one wears it, more will wear it. And the product must be known by others in order to spread the word. Therefore send an x number of products to review sites and stuff like that to let people know it exists.