**Jack’s Scenario:**

Jack is sitting home when he is bored and lonely. He starts browsing the Internet using his new smartphone. 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 Adam&Aoki, which recently hit the market. He was impressed by the simplicity and reliability of the product. Within a few clicks, he was able to buy the product. As a newly introduced person to the internet of things, he would feel secure with the website’s payment portal. He was so enthusiastic about the product that he wanted to tell his friends about it.

**Important from this scenario:**

* Jack is not a very technical person himself. So, checkout and website must be clear and easily understandable for him.
* Jack does not want too much information when checking out. Jack wants to be assured that the payment is secure.
* Jack would love to have an easy way of sharing the news with his friends.

**Design requirements from the scenario:**

* The website should be minimalist. It should be easy to navigate and must have user accessibility features.
* The purchase portal should feel secure and not overwhelming.
* The product should have a sharing option.