**Zakaria’s scenario:**

After her first wearing an Adam&Aoki T-shirt Zakaria was very enthusiastic about the product. After this she found out there wasn’t any washing label and she was unsure how to wash the T-shirt since this isn’t really an average piece of clothing. Because of her enthusiasm on one hand and the uncertainty how to wash the T-shirt on the other hand Zakaria went to the website to get some information. First of all she decided to register herself for the monthly newsletters, something the usually dislikes. Secondly she found the answer to her question about how to wash the T-shirt on the FAQ page. She also figured that Adam&Aoki was a company she would love to get sponsored by and since she will participate in the upcoming Olympic Games she thinks she is also very interesting for the company. That’s why she contacted the headquarters about any possibility to sponsor her.

**Important from this scenario:**

* Reliability is very important for Zakaria, she can’t afford herself to damage the function of the clothing
* Zakaria wants to be sponsored by a company with which she can really engage, a company with whom she feels a bond.

**Design requirements from the scenario:**

* There should be a way of receiving newsletters about upcoming products and events.
* There should be an FAQ section or contact page.
* There should be information on how to handle the product.