**Richard’s scenario:**

After first hearing about Adam&Aoki and their product Richard became interested. Although he wasn’t particularly interested in buying the product for himself, just to get to know the brand a bit more he ordered a T-shirt for himself. After receiving this he became more and more enthusiastic, the design of the package, the packaging of the T-shirt, the design of the receipt, he could see Adam&Aoki really put in effort in all of this. Those little details helped Richard decide that this was a company he would like to invest in. He contacted the founders of Adam&Aoki which where a bit insecure, with Richard being their first big potential investor, but nethertheless really interested in what he has to offer. They all agreed to schedule an appointment with the founders, Richard and Richard’s financial consultant. This appointment will take place any time soon while the founders have send Richard a couple more T-shirts as a gift.

**Important from this scenario:**

* Richard is an investor with a vision, he hates the fact that a lot of investors just invest in whatever is most profitable. Richard is a man who wants to make the world a better place and feels himself honored to able to do this by investing and make a good living at the same time.
* Richard is a man of great detail, no matter how small, it matters. The fact that Adam&Aoki genuinely gives customers a feeling rather than just a product by addressing every detail is something he appreciates.

**Design requirements from the scenario:**

* There should be a way for anyone to contact the founders of Adam&Aoki. This however will require some sort of filtering mechanism so that the founders won’t receive emails which can better be answered by employees.
* Since Richard receives some free T-shirts, it should be possible to adjust the stock of the product without an order.