**Zakaria’s scenario:**

After her first time wearing an Adam&Aoki T-shirt Zakaria was very enthusiastic about the product. She was unsure how to wash the T-shirt and maintain it. 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. 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. Furthermore, she was interested in races and other events hosted/sponsored by Adam&Aoki, so she signed up for the newsletters as well.

**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.