

Fran Ryan

age: 28

residence: Stirling

education: Degree

occupation: Charity Fundraising Director

marital status: Married/1x kid, owns on house



A quote from to help define their voice and personality.

spends a lot of timeout outdoors at nearby lochs and walks and shares images for friends and family. Likes to get up early and go bed early. Has a dog and cooks a lot for her family. From a wealthy family and wants to give her kid the best experiences while young. Kid is 1 yr old. Doesn't show off and is very low key Shops at Waitrose. Social and meets friends who have kids of their own. Always remembers peoples birthdays.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

a happy family and contented life. Likes to feel secure and do things that others have not done.

Needs

- family friendly but not loud and tacky
-
- to have all travel bits in one place for family.
-
-

Values

- clear communication
- organisation
- flexibility

Wants

- to create keepsake memories and images of travels with daughter.
-
- wants authentic experiences.
-
- kid to see the world before older.
-
- to visit places that are beautiful and have rich history.

Fears

- being in clubs and loud bars.