

Cat Anderson

age: 30

residence: New York

education: Degree

occupation: Marketing Freelancer

marital status: Without Kids, in relationship, not married



A quote from to help define their voice and personality.

likes to go to new pop ups for dinner with friends, exercises out side in the park, follows all the major twitter accounts of influencers, healthy eating and healthy living. Likes to document travels and trying new things on instagram to show friends. Thinks life should be lived to fullest and wants to make more of an effort to visit further away countries.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Being able to show achievements and receive praise on social media.

Needs

- Needs to organise list of here to go to plan and list as many as possible
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Wants

- Wants to share experiences with friend and family.
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- Wants to start a blog of travels
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- Wants both authentic and tourist experience.
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- Wants to hit the usual spots to say she's been there but hit local sots to share stories not every-one has.

Values

- planning and organising self both professionally and personally
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Fears

- financial concerns as living in NY is expensive.
- being too old to travel/other things getting in the way ie covid.