



Name

Harry

Behaviours

Lives with his Wive Bev, they like to travel in the colder months

Has three grown up children, two with grandchildren that they like at least two or three times a year.

Like to go visit friends in different parts of the world that were made when Harry was working for the oil industry

Enjoy taking short city breaks to places in and around Europe as part of an active OAP group

Demographics

60 years old, retired

Lives in Brighton

Lives off his pension which is £50,000

Has family and friends all over the world

Needs and goals

What to be able to plan out and let his friends know when he will be area to visit them

What to find new places near his family so he can take the grandchildren on adventures

What's to be able to record all the places he has visited so he has a record he can look back on and share with his family