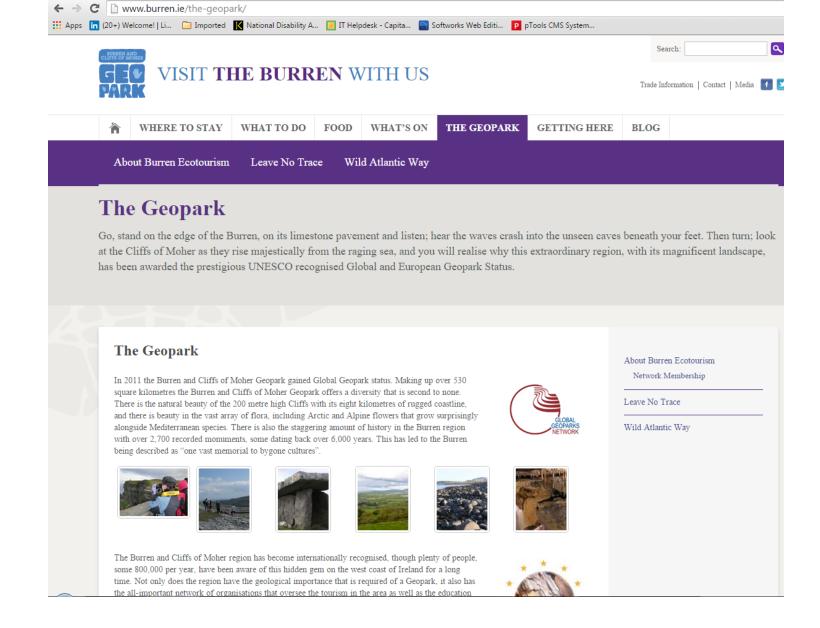


Laurent is a mother of three residing the Cóte d'Azur. When she is not working or looking after her children she loves to read magazines like French Morning and listen to the likes of Carla Bruni, Lescop and Les Femmes

She uploads photos of her trips and follows the Lonely Planet keenly for the perfect get away for her and her family.

Laurent enjoys travelling with her children, and sometimes brings her elderly mother Celeste on holiday too. Celeste relies heavily on her walking stick, and needs to take frequent rest breaks.













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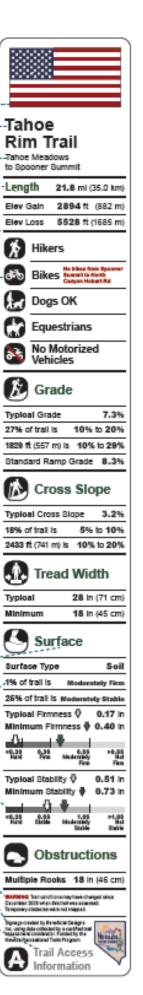
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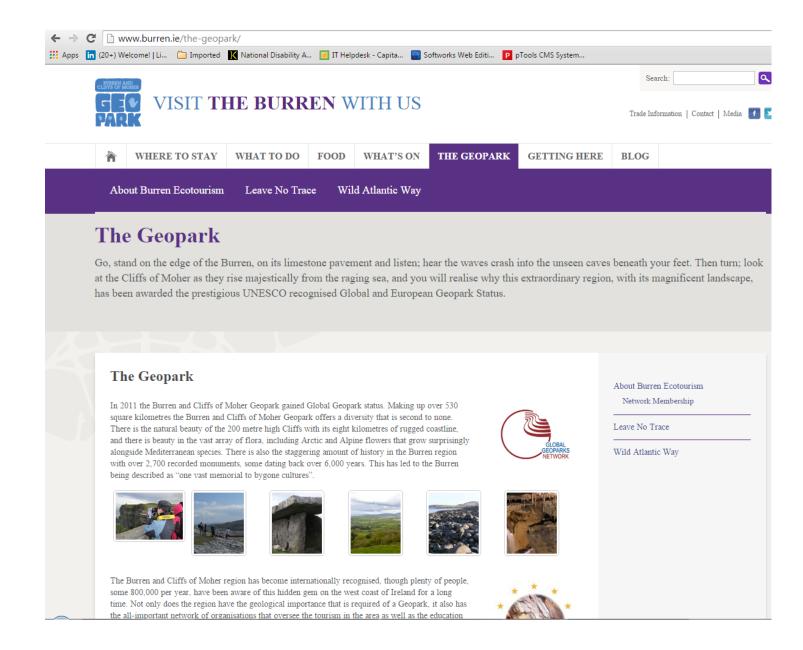




Kevin, a social media manager for a mid-size corporation enjoys keeping fit and follows Nike & New Balance to find out about the latest equipment

He is a keen traveller who has been to Europe a number of times. He is also quite active in his exploration of new places – always bringing his running/hiking boots so he can uncover new locations by foot.

Kevin has dyslexia, and struggles with certain fonts and colour combinations when reading. He has software on his phone and tablet to read content to him when required.













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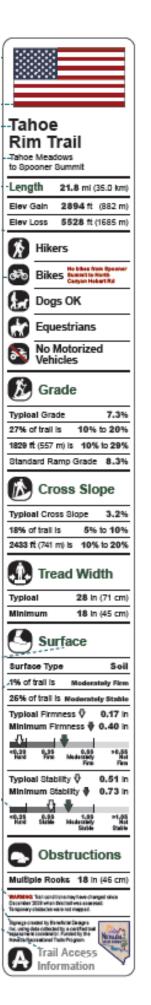
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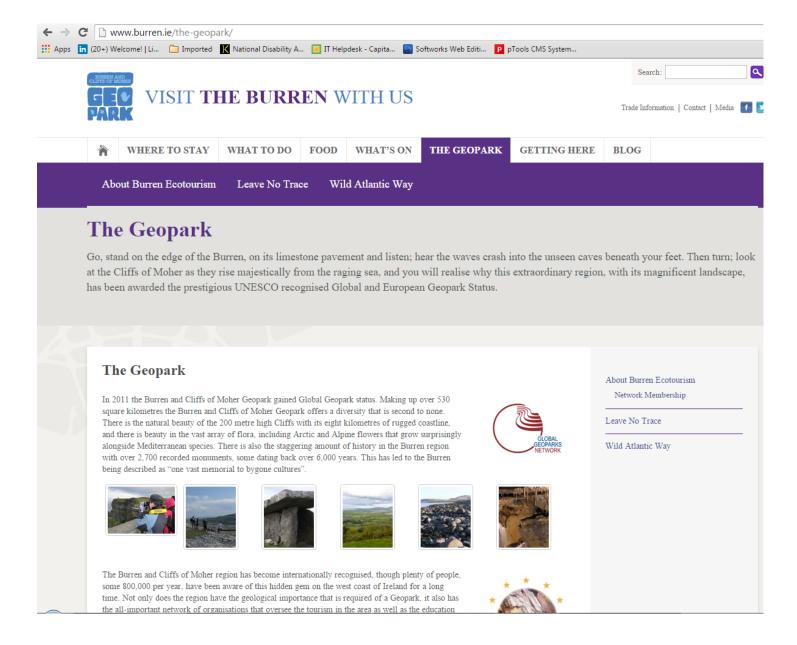




Pete met Kirsty, a New Zealand native of Maori extraction, when they both worked in London. Kirsty juggles home-care duties with her photography business. She is an avid Instagrammer and Pinterest pinner but Pete doesn't see the point in all that social stuff.

They both stay fit, with Kirsty active on the 5k and 10k running circuit, and Pete trying to keep up with the younger guys in his mountain-biking club. He has some sight loss in one eye after crashing off his bike some years back.

They like to get away on their own for one or two trips each year. The main family holiday is important to both of them. They used to travel at off-peak times, but are now tied to the school holiday calendar.













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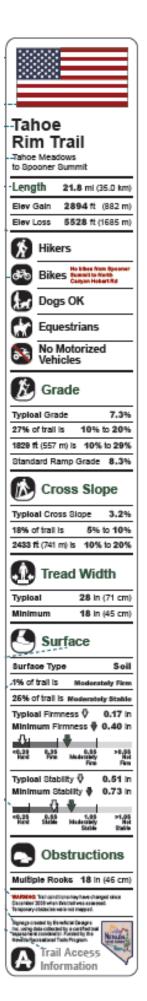
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Questions – Website

- Is the information that they need available?
- What information would they get?
- What information would they miss?
- What will attract them?
- What will turn them off?
- What information do the family get?
- How could you communicate more detailed information?









Questions - Slieve Carron

- Is the information that they need available?
- What information would they get?
- What information would they miss?
- What information do the family get?
- How could you communicate more detailed information?









Questions - Trail Sign

- Is the information that they need available?
- What information would they get?
- What information would they miss?
- What information do the family get?
- How could you communicate more detailed information?







