|  |  |  |
| --- | --- | --- |
|  |  | Alex |
| **AGE**: 28  **OCCUPATION**: MANAGER  **MARTIAL STATUS**: MARRIED  **Tech Level**: MEDIUM Quote Balances a busy work life with personal commitments, value efficiency and quality in everything enjoy exploring new places and experiences. Celebrating special moments with loved ones |  | BIO Alex is a busy professional who works as a manager. He values efficiency and convenience due to his hectic schedule. Alex frequently uses apps for making reservations, ordering food, and other services to save time.  **Lifestyle**: Alex and his spouse enjoy trying new restaurants and exploring different cuisines. They often celebrate special occasions by dining out. Core Needs Alex's wedding anniversary is coming up, and he wants to plan a special dinner at "Little Lemon," a popular restaurant known for its exquisite dishes and cozy ambiance. frustrations Alex discovers that Little Lemon only accepts reservations, which can sometimes be cumbersome to make due to his busy work life. |