



QUOTE

Loving aunt, great friend, bad gardener, somewhat impatient and avid, impulsive online shopper

Age :28

Gender: female

Occupation: market manager

Tech literate: high

SARAH JOHNSON

BIO

She lives in Chicago and has recently been promoted to market manager. She is currently single, likes to socialize with friends and go on exotic holidays.

CORE NEEDS

- A quick and efficient way to reserve a table without needing to call or visit the restaurant in person.
- The ability to track her dining expenses in an organized and accessible overview.
- Services that save time and fit seamlessly into her busy lifestyle.

FRUSTRATIONS

- Slow delivery times for online purchases, which makes her hesitant about digital services that lack speed.
- Limited choices when immediate options aren't available, which makes her value real-time updates and transparency.