



## QUOTE

**"Time is money, I don't have 30 minutes to wait for a table when I'm with a client."**

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Age: 59  
Gender: MALE  
Occupation: BUSINESS DIRECTOR  
Tech Literacy: HIGH

# BRANDON SMITH

## BIO

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Brandon is a tech-savvy executive living in Silicon Valley. He is married and enjoys exploring restaurants and new food experiences. He often uses dining as a platform for building business relationships.

## DESCRIPTION

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Brandon negotiates business deals and meets with clients frequently. He believes that face to face conversations over a good meal drive better outcomes. He is willing to pay more for convenience and high-quality dining experience and expects efficiency.

## QUOTE

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## FRUSTRATIONS

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- Lack of visibility into wait times or table availability
- Friction in booking or modifying reservations while on the go

## CORE NEEDS

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- Quick and reliable table reservations
- Ability to filter by table size or availability

- Fast and streamlined mobile interface