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|  |  | Joseph |
| AGE: 34  GENDER: MALE  OCCUPATION: PROCUREMENT LEAD  TECH LITERATE: MEDIUM  **HOBBIES**  Eating  Socializing  Sports |  | BIO **He lives in Boston and has been recently hired as a Procurement Lead. He is currently Married, loves to eat and hang out with friends.** QuOTE **‘Loving husband, good friend, picky eater, very patient but values quality services.’** FRUSTRATIONS  * **Trying to find a restaurant that offers online reservations** * **Busy schedule doesn’t allow for in person reservations** * **Not much choice, if none are available**  CORE NEEDS  * **Needs seamless booking mobile app of restaurants** * **Needs to quickly book a table for client lunches or date nights** * **Speed and clarity, eliminate unnecessary steps** |