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|  |  | SARAH DOE |
| Quote “don’t you love good service.”  PHONE:  xxx-xxx-xxxx  WEBSITE:  xxx.com  EMAIL: xxx@xxx.xxx  Foodie  Golfer  Runner |  | BIO **Marketing Manager, Single, Loves trying new restaurants, Introvert** Core Needs **Convenience: Sarah prefers the ease of booking a table online rather than calling.**  **Planning: She likes to plan her outings in advance, especially for special occasions.** Socializing: Enjoys dining out with friends and family.frustrations **Time constraints: Sarah often has a busy schedule, so booking quickly is important.**  **Limited options: She prefers restaurants with online booking options.** |