

Jennifer LAWSON

Marketing Manager



- Name: Jennifer Lawson
- Age: 28
- Gender: Female
- Marital Status: Married
- Location: New York, NY

Bio

Jennifer Lawson is a dynamic marketing manager at a fast-paced tech startup in New York City. With a Bachelor's in Business Administration, she is known for her innovative strategies and results-driven approach. Married and valuing her personal life, she balances her hectic schedule well. Outside of work, Jennifer enjoys CrossFit for fitness and stress relief. She is also an avid reader of fiction and personal development books, always seeking new inspiration.

Quote

"As a marketing manager with a hectic schedule, I need a restaurant booking system that is quick, intuitive, and reliable. I value efficiency and seamless integration with my calendar, so I can easily manage my business lunches and personal dinners without any hassle."

Core needs

- **Efficiency and Speed**
 - A quick and intuitive booking process with minimal steps to complete a reservation.
- **Real-Time Availability**
 - Accurate, up-to-date information on table availability and immediate booking confirmations.
- **Personalization**
 - Ability to save favorite table preferences and specify dietary preferences and special requests.
- **Integration**
 - Seamless syncing with calendar apps for reminders and scheduling.

Frustrations

- **Manual Booking Process**
 - The need to call the restaurant or visit in person to make a reservation, which is time-consuming and inconvenient.
- **Uncertain Availability**
 - Difficulty in getting immediate confirmation about table availability, leading to uncertainty and potential double-bookings or no availability at the desired time.
- **Limited Hours for Booking**
 - Inability to make reservations outside of the restaurant's business hours, restricting flexibility and planning for busy individuals.