



INFO

Name: Tim Larson

Age: 34

Gender: Male

Occupation: Marketing Manager

Location: Chicago, IL

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HOBBIES

Exploring new restaurants & cuisines

Jogging along the lakefront

Jogging along the lakefront

Traveling for food experiences

TIM LARSON

BIO

Tim is a busy professional who often dines out with friends or colleagues after work. He values convenience and efficiency when planning meals and prefers restaurants that offer seamless digital experiences.

DESCRIPTION

Tim is tech-savvy, appreciates modern apps, and wants to avoid the hassle of calling for reservations. He frequently tries new restaurants but also has a few go-to places. He's detail-oriented and likes knowing his plans are set in advance.

QUOTE

"If I can book a table with a couple of taps, I'm much more likely to choose that restaurant."

FRUSTRATIONS

- Dislikes having to call during busy hours to secure a table.
- Gets annoyed when reservation systems are confusing or unreliable.

CORE NEEDS

- A quick, reliable way to reserve a table anytime.
- Clear confirmation and reminders about his booking.