

Hom Tanks - Mo Morales

age: 53

residence: Philadelphia, Pennsylvania

education: Stratford University

occupation: Chef

marital status: Divorced



"Try everything at least once, even if the enjoyment is temporary."

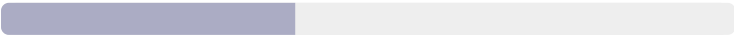
A big Gordon Ramsay fan and passionate cook. His outlook on life is often critical and judgmental. He has always had a sensitive pallet and keen sense to detail. His appreciation for quality food was a driving factor for attending college for culinary arts.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Hom is very particular. In order to feel successful, he finds it imperative that his expectations are not only met, but surpassed.

Needs

- To be impressed with the timely arrival, presentation, and taste of his food

Values

- Sublime food
- Exemplary customer service

Wants

- To have options of highly rated restaurants in his area available to him along with wait-times and seating options.

Fears

- E. Coli
- Food poisoning
- Losing his appetite