

Persona 1: SARA - Young Woman Concerned About Her Weight (Obesity)

Age: 18-40 years

Location: Egypt (Major cities like Cairo or Alexandria)

Language: Arabic (possibly some English as well)

Gender: Female

Education: University graduate or currently pursuing a degree

Social Status: Single or married

Income: Medium to high

Occupation: Works in business, marketing, or education

Obstacles: Lack of time to follow a diet, inability to commit to long-term plans

Motivators: Improving her health, enhancing physical appearance, boosting self-confidence

Online Behavior: Searches for quick healthy recipe tips, watches short workout videos on social media, follows nutrition and fitness accounts

Goals: Lose weight to improve her appearance and overall health

Encouragement to Join: Continuous support and follow-up, practical tips that fit her fast-paced lifestyle

Persona 2: MARYAM - Slim Woman Looking to Gain Weight

Age: 18-30 years

Location: Egypt (Small cities or rural areas)

Language: Arabic

Gender: Female

Education: High school or university

Social Status: Single or engaged

Income: Low to medium

Occupation: Student or part-time worker

Obstacles: Lack of appetite, inability to consume large quantities of food, societal pressure

Motivators: Improving body shape, boosting general health and energy levels

Online Behavior: Follows videos on healthy eating to gain weight, searches for calorie-dense but nutritious meals, joins online support groups

Goals: Gain weight in a healthy way and increase energy levels

Encouragement to Join: Personalized diet plans and ongoing health monitoring

Persona 3: AMIRA - The Mother Concerned About Her Children's Health

Age: 30-45 years

Location: Egypt (Mansoura)

Language: Arabic

Gender: Female

Education: High school or university

Social Status: Married with children

Income: Low to medium

Occupation: Housewife

Obstacles: Lack of knowledge about proper nutrition for children, difficulty controlling children's consumption of unhealthy foods

Motivators: Maintaining her children's health, ensuring their balanced and proper growth

Online Behavior: Searches for nutrition tips for children, follows nutritionists on social media, joins mothers' forums

Goals: Ensure her children's health and proper growth

Encouragement to Join: Customized follow-up programs for children, nutrition tips, and healthy habits that make managing her children's meals easier