











“I want to cook delicious meals for my family while making sure they are healthy for me. I need an easy way to find nutritious recipes that match my dietary needs.”

Goals

-  Find simple, healthy recipes that fit her dietary restrictions.
-  Learn how to modify traditional dishes to make them heart-friendly.
-  Get easy-to-follow nutritional guidance tailored to her needs.
-  Share recipes and meal ideas with family members.

Pains

-  Difficulty finding reliable health-conscious recipes.
-  Hard to calculate nutritional values of homemade meals.
-  Limited information on low-sodium and heart-friendly versions of her favorite dishes.
-  Struggles to balance taste and health in cooking.

Amina Saleh

The caring grandmother aiming for a balanced diet

Age/Identifying Gender
65/Female



Location
Alexandria, Egypt



Occupation
Housewife

Family Status
**Married,
Mother of 3,
Grandmother of**

Bio

Amina has been dealing with high blood pressure and cholesterol for several years. She loves cooking for her family and wants to maintain the taste of her favorite dishes while making them healthier. She often struggles to find accurate nutritional information for homemade meals. Amina prefers using her phone to search for recipes quickly, but she also enjoys using her tablet when following video tutorials while cooking.

Motivations

Motivations (For Researching Healthy Food):

- ◆ Read Reviews from Other Women with Similar Health Conditions.
- ◆ Discover Easy and Quick Healthy Recipes.
- ◆ Get Budget-Friendly Meal Suggestions.
- ◆ Learn How to Adjust Traditional Recipes for Better Health.
- ◆ Verify Nutritional Information from Trusted Sources.

Devices

(% of Use When Researching Meals)



**Phone
75%**

Uses it for quick recipe searches and sharing ideas with family.



**Tablet
25%**

Uses it for following cooking tutorials and reading detailed nutrition guides.



**Laptop
0%**

Does not use it at all.