



Hassan Mahmoud

The dedicated senior looking for a healthier lifestyle

Age/Identifying Gender
68/Male

Location
Cairo, Egypt

Occupation
Retired Teacher

Family Status
Married,
Grandfather of
4

“Managing my diabetes and blood pressure means I need to be mindful of what I eat. I want an app that helps me find balanced meals without feeling restricted.”

Bio

Hassan was diagnosed with Type 2 diabetes and high blood pressure 10 years ago. Since then, he has been trying to follow a healthy lifestyle by monitoring his meals and avoiding excessive sugar and salt. He enjoys eating traditional Egyptian dishes but struggles to find healthy alternatives that fit his dietary restrictions. Hassan relies on his smartphone for quick searches and uses his tablet to watch cooking videos and read about nutrition.

Goals

- Find meals that align with his diabetes-friendly and low-sodium diet.
- Get personalized meal recommendations based on his health needs.
- Track his daily calorie, sugar, and salt intake.
- Discover meal ideas shared by others with similar health conditions.

Pains

- Difficulty finding traditional dishes adapted to his dietary needs.
- Struggles to track nutritional values of home-cooked meals.
- Lack of reliable sources for diabetes and hypertension-friendly recipes.
- Spending too much time searching for suitable meals.

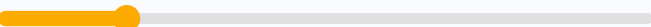
Motivations

Motivations (For Researching Healthy Food):

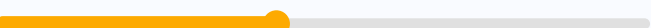
 Read Reviews from Other Seniors with Similar Conditions.



 See Popular Meal Choices Recommended by Doctors.



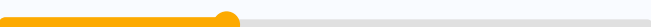
 Get Cost-Effective Meal Suggestions.



 Check Nutritional Information



 Verify Food Recommendations from Experts



Devices

(% of Use When Researching Meals)



Phone
85%

Uses it for quick searches and sharing meal ideas via WhatsApp.



Tablet
0%

Never uses tablet



Laptop
0%

Does not use it at all.