



Rachel

Age: 32

Education: IIT Kanpur

Hometown: UP

Family: Small family

Occupation: Marketing
Company

“Food is our common ground, a universal experience”

Goals

- It may prioritize convenience and ease of use, such as quick and simple meal prep or delivery options
- This may be looking for cost-effective meal options that fit within their budget.
- It may be interested in eco-friendly meal options that prioritize sustainable sourcing and packaging..

Frustrations

- The persona may feel frustrated with not having enough time to prepare healthy meals due to their busy work schedule.
- The persona may feel frustrated with eating the same meals
- The persona may feel frustrated with the quality of healthy meal options, such as meals that are not fresh or have an unsatisfactory taste, repeatedly due to a lack of variety in healthy meal options.

Meet Rachel, a 32-year-old marketing executive who works long hours and commutes to and from work every day. She cares about her health and fitness but finds it challenging to eat healthy dinners during the workweek due to her busy schedule. Rachel often finds herself grabbing fast food or ordering takeout, which she knows is not the best option for her health.



Maria

Age: 32

Education: UK

Hometown: London

Family: Small family

Occupation: Software Eng

“Picking up food allows me to take control of my order even if I struggle with the language barrier”

Goals

- To save time: Picking up food can be quicker than waiting for a table at a restaurant, ordering, and waiting for the food to arrive.
- To avoid misunderstandings: A non-native speaker may be worried about miscommunicating with the restaurant staff, which could lead to confusion about

Frustrations

- Difficulty communicating food preferences: The persona may find it frustrating that they are unable to communicate their specific food preferences due to the language barrier. They may not be able to convey their dietary restrictions or allergies, leading to a potential
- **Misunderstandings with food orders:** The persona may feel frustrated when they receive a different dish or an incorrect order due to a language

Maria recently moved to a new city in a foreign country for work. She was excited to try the local cuisine but found it challenging to navigate the language barrier when eating out. She struggled to communicate with restaurant staff, often ordering something she didn't intend to, or not getting what she wanted at all. This made her feel frustrated and discouraged, and she dreaded going out to eat.