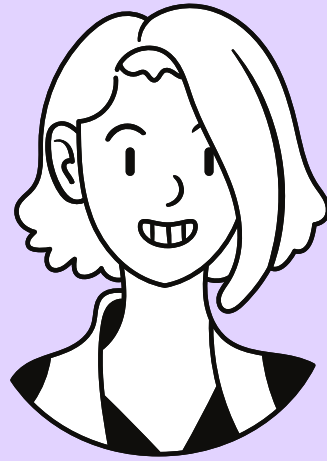


Customer Persona



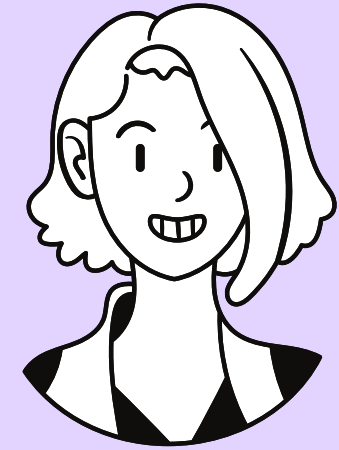
Sally

Age	22
Gender	female
Income	Moderate
Education	University Student
Interests	Healthy food, social media, traveling
Location	Urban
Pain Points	Wants affordable solutions for wellness and fitness
Objectives	She needs a healthy meal that satisfies her hunger.
Obstacles	Concern about portion sizes or meals not being filling enough.



Ayman

Age	27
Gender	Male
Income	Moderate to high
Education	Working
Interests	Healthy food, sports, Gym
Location	Urban
Pain Points	Needs practical and efficient ways to stay healthy while working
Objectives	meals satisfy his energy and nutrient needs.
Obstacles	Fear of wasting money on products that don't meet nutritional claims.



Ranna

Age	35
Gender	female
Income	Moderate to high
Education	Working
Interests	Sports, healthy eating, self-care (hair & skincare)
Location	Urban
Pain Points	Looking for premium health & wellness products
Objectives	She needs meals that support her goal of losing weight.
Obstacles	Worry about lack of delivery services