User Persona 1 – Shriya Dale

**Persona 1: Shriya Dale
Age: 18**

Key Attribute

Some key attributes for Shriya include that she's tech-savvy, health cautious, and determined to make a change for herself when needed. She values data-driven insights to monitor her dietary habits and compare them with recommended guidelines. She also loves trying new restaurants, so knowing the nutrient composition in the items that she orders would be very helpful. Additionally, she enjoys reading, drawing, and is skilled in dancing.

Short Description

Shriya is a current first-year student in the School of Engineering and is looking for a dashboard that could help her track the nutritional content of her meals easily. As she navigates through her academic schedule, she tends to eat at restaurants and fast-food chains a lot and aims to still maintain a healthy and balanced diet to support her academic performance and overall well-being. Additionally, Shriya seeks insights into how her dietary choices align with her fitness goals and nutritional recommendations, empowering her to make informed decisions about her diet.

Needs

Shriya seeks a user interface that prioritizes simplicity and clarity, allowing her to easily indicate her preferred levels of protein, carbs, calories, and fats in her food selections. She values a clean and uncluttered design, with all visuals serving a relevant purpose without any unnecessary filler graphs or charts. Additionally, Shriya desires intuitive navigation and interactive elements that facilitate seamless interaction with the dashboard, enhancing her overall user experience.

Challenges

Some challenges also include the lack of transparency regarding the nutritional content of meals in fast food chains and restaurants. Many establishments do not clearly indicate these statistics, making it challenging for individuals like Shriya to understand what they are eating and make informed choices about their diet. Moreover, the varying portion sizes and ingredient compositions further complicate the task of accurately monitoring macronutrient intake while dining out. As a result, Shriya seeks a dashboard that can provide her with insights and guidance on navigating these challenges effectively to maintain a balanced diet despite the limitations of restaurant offerings.

Opportunities

To combat some of the challenges that Shriya may encounter, the dashboard can implement features such as comprehensive nutritional databases of popular chain restaurants, enabling users to access accurate information about the macronutrient content of menu items. Additionally, interactive filtering options can allow users to customize their search based on dietary preferences and restrictions, facilitating easier identification of healthier food choices. Integration with user-friendly visualization tools can further enhance understanding by presenting nutritional information in a clear and intuitive manner. By addressing these challenges and providing user-centric features, the dashboard can empower Shriya and users like her to make more informed and healthier dietary decisions, even in the face of limited transparency from restaurants.

User Persona 2 – Praggnya Kanungo

Persona 2: Praggnya
Kanungo
Age: 18

Key Attribute

Some key attributes for Praggnya include her sharp observational skills and proactive nature, allowing her to understand situations adeptly and take initiative when needed. Empathy is a defining characteristic for her, as she consistently demonstrates a deep understanding of others' perspectives. Praggnya's diligence shines through in her dedicated approach to tasks and extracurricular activities, ensuring that her work is always of high quality and completed efficiently.

Short Description

Praggnya embodies forward-thinking ideals, evident in her financial mindfulness and innovative spirit. She approaches her eating habits with meticulous care, prioritizing her health and well-being above all else. Praggnya's creative flair is a central aspect of her personality, evident in her passion for color and art, which she uses as outlets for self-expression and creativity. As a builder at heart, she is driven by a desire to tackle global challenges with innovative solutions, seeking to make a meaningful impact on the world through her inventive ideas and problem-solving abilities.

Needs

Praggnya seeks a user interface that emphasizes simplicity and clarity, enabling her to track her dietary preferences and nutritional intake. She values a minimalist design that avoids clutter, ensuring that all visuals serve a meaningful purpose without unnecessary distractions. Additionally, Praggnya prioritizes intuitive navigation and interactive features that streamline her experience with the dashboard, empowering her to make informed decisions about her diet with ease and efficiency.

Challenges

Praggnya is someone who appreciates vibrant aesthetics and values a seamless user interface devoid of clutter, although this may pose a challenge given the abundance of information relayed by the food dashboard. Additionally, Praggnya enjoys customizing interfaces to suit her preferences, as seen in her use of online planners. Therefore, the dashboard's ability to offer customizable features would significantly enhance its appeal to her. Lastly, Praggnya places great importance on learning and expanding her knowledge base. If the dashboard does not provide sufficient nutritional resources and educational content, she may be less inclined to use it regularly.

Opportunities

To cater to Praggnya's preference for visual elements, the app can aim to be as visually engaging as possible, incorporating a plethora of icons, graphics, and intuitive tools instead of relying solely on textual information. This approach will not only enhance the overall aesthetics of the dashboard but also improve accessibility and ease of use for Praggnya and users with similar preferences. Moreover, integrating user-friendly visualization tools, such as interactive charts and colorful graphics, can effectively convey complex nutritional information in a visually appealing manner, aligning with Praggnya's penchant for vibrant aesthetics. By combining these visual elements with comprehensive nutritional databases and interactive filtering options, the dashboard can provide Praggnya with a highly engaging and user-centric experience, empowering her to make informed and healthier dietary decisions with ease.