

Anita Sharma



Age: 38 years old

Occupation: Part-Time Admin

Status: Married

Location: Leicester, UK

Bio: Anita is a working mother of two children. she manages most household responsibilities, including meal planning and cooking.

User story: Anita has a very tight schedule and needs to make fast dinner decisions that are reliable and easy.

User scenario: After returning from school pick up around 5:30 pm, Anita has limited time and energy to plan dinner. She opens the web app on her phone while unpacking groceries, filters recipes based on available ingredients, and chooses a meal recommended by other users. She cooks confidently, knowing the recipe is quick, familiar, and likely to be accepted by her children.

Goals:

- She wants to give her children healthy and nutritious food
- She wants to be able to manage her time between her job and household responsibilities
- She wants to make food that is healthy and affordable
- She wants to reduce daily decisions stress

Frustrations:

- She spends too long deciding what to cook
- Fast-food is usually the option when time and budget are tight, which is unhealthy