

## 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