

GROUP-1

**LUNCH**  
**BOX**

**USER PERSONA**



Rahul is a software engineer who has recently been relocated to work and lives in a shared apartment with 2 roommates.



**Age:** 26  
**Occupation:** Software Engineer  
**Location:** Bengaluru, India

*“Healthy food that reminds me of home would make my busy life so much easier.”*

### Goals

- Maintain good health with balanced, home-style meals.
- Save time by avoiding meal prep
- Minimize spending on food while ensuring quality.

### Motivations

- Flexibility
- Comfort
- Convenience



### Frustrations

- Feels restaurant meals are expensive, greasy, and unhealthy.
- Meal subscription services are either too costly or lacking in variety.
- Ordering food online is inconsistent in quality and taste.

### Personal Characteristics

- Health conscious
- Time-Strapped (Hectic Schedule)

### Hobbies and Interests

Travelling  
 Board Games  
 Reading



Prisha is a post-graduate student studying Public Health while interning. She lives in a hostel with a roommate.

*“I want healthy, home-cooked food without worrying about overspending or compromising on taste.”*

### Goals

- Access affordable, healthy food daily.
- Stick to a predictable food budget each month.
- Enjoy variety in meals to break the monotony of hostel food.

### Motivations

- Convenience
- Health
- Budget

Health

Budget

Convenience

### Frustrations

- Hostel food is repetitive, tasteless, and lacks nutrition.
- Limited access to affordable home-cooked food nearby.
- Budget constraints make daily restaurant meals impractical.

### Personal Characteristics

- Health conscious
- Frugal
- Mindful

### Hobbies and Interests

Music  
Puzzles  
Reading

Age: 22

Occupation: PG Student & Intern

Location: Pune, India