

Empathy Map

DANDINGTON Drigned by Distro YOU HER What do they need to DO? fill w gnishtlagme ow our OHW COAL Independent young adults living alone who struggle to prepare balanced meals due to a lack Finding quick and easy food of experience or limited time. solutions. Newly married couples who want to cook homemade meals easily but lack the necessary what do they see? skills or suitable recipes. Ready-to-eat products. What do they THINK and FEEL? Instant meals Constant restaurant advertisements eeling hungry but struggling to prepare A lack of good homemade food in their lives Preparing meals with simple, food. Pre-made food available around them all the Inability to put in too much effort for accessible recipes. O What do they HEAR? cooking. Feeling full without much hassle. time Frustration and discouragement from Clear and simplified steps for repeated cooking failures. Is the food going to burn again? successful cooking. Feeling unsatisfied and missing good Trying new and diverse recipes-When will you get the recipe right homemade meals. Boosting self-reliance in cooking. What do they 5AY? Feeling stuck due to heavy reliance on Takeout is ruining the budget! takeout. I'm hungry ! Eat whatever is available until we go on vacation. We just need something quick to eat-Let's just eat whatever we have. I'm sick of canned food! Nothing beats homemade food ! For girls: Every time I cook, it turns out bad! The recipe doesn't match the tools I have Constantly buy ready-made food. what do they Do? Go to restaurants. Buy food on a daily basis.

Search for suitable recipes on TV or the internet.

Ask family and friends for easy-to-follow recipes.

CONTEXT

When does the problem occur?

During lunch and dinner, especially after a long workday or sudden hunger.

PROBLEM

What is the root cause of the problem?

Limited cooking resources and facilities, such as a lack of tools, ingredients, and cooking skills.

ALTERNATIVES

What do customers do now to fix the problem?

Watching cooking channels without ensuring the availability of necessary ingredients or tools.

Ordering ready-made food, which increases costs and waiting time.

CUSTOMERS

Who has the problem most often?

Young expatriates (ages 18–24) who work in the morning, as well as newly married women in the same age group, struggle to prepare meals with limited resources and cooking skills. As a result, they rely on inefficient alternatives

EMOTIONAL IMPACT

How does the customer feel?

Constant hunger.

Frustration from failing to cook properly.

QUANTIFIABLE IMPACT

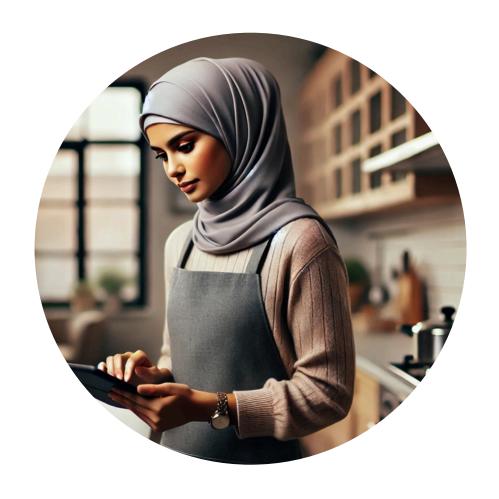
What is the measurable impact (include units)?

Losing approximately 30 hours per month

ALTERNATIVE SHORTCOMINGS

What are the disadvantages of the alternatives?

Ordering food: Expensive, timeconsuming, and often unhealthy. Watching cooking channels: Does not provide immediate, practical solutions due to the need for specific ingredients and tools.



NAME	Sara ahmed
AGE:	23 years old
OCCUPATION:	Junior Graphic Designer
LOCATION:	Cairo, Egypt

USER DESCRIPTION:

Sara Ahmed, 23, is a newly married junior graphic designer in Cairo. She wants to cook for herself and her husband but struggles with limited skills and kitchen resources. Frustrated by failed attempts, she watches cooking videos and seeks family advice but often resorts to takeout, impacting her budget and health. She needs simple, practical guidance to cook confidently.

EMOTIONS & MOTIVATIONS:	BEHAVIOR & HABITS :
 Frustration from repeated cooking failures. Motivated to learn but need simple, actionable guidance. 	 Ordering food frequently to save time and avoid frustration Asking family and friends for easy and successful cooking methods.
GOALS:	CHALLENGES:
 Improve cooking skills to prepare homemade meals with confidence and ease. Reduce reliance on takeout by mastering simple and quick recipes. 	 Difficulty in preparing meals with available ingredients and tools Dependency on ordering food, which increases costs and reduces control over nutrition.



NAME	Ahmed Hassan
AGE:	24 years old
OCCUPATION:	Software Developer
LOCATION:	Cairo, Egypt

USER DESCRIPTION:

Ahmed Hassan, 24, is a software developer living alone in Cairo for work. His busy schedule and limited cooking skills make it hard to prepare balanced meals. After long work hours, he often feels too exhausted to cook and lacks the right kitchen resources, struggling to find quick and practical recipes.

EMOTIONS & MOTIVATIONS :	BEHAVIOR & HABITS :
 Hunger and dissatisfaction with food options. Desire for independence in meal preparation. 	 Buys ready-made meals frequently Spends time searching for simple recipes but struggles to execute them.
GOALS:	CHALLENGES:
 Feeling Full and Recharged – Have satisfying meals that restore lost energy after a long day. Optimize Meal Preparation – Find ways to save time and make cooking easier despite a busy schedule 	 Often orders takeout, increasing costs and reducing control over nutrition. Struggles to cook meals efficiently due to lack of experience.