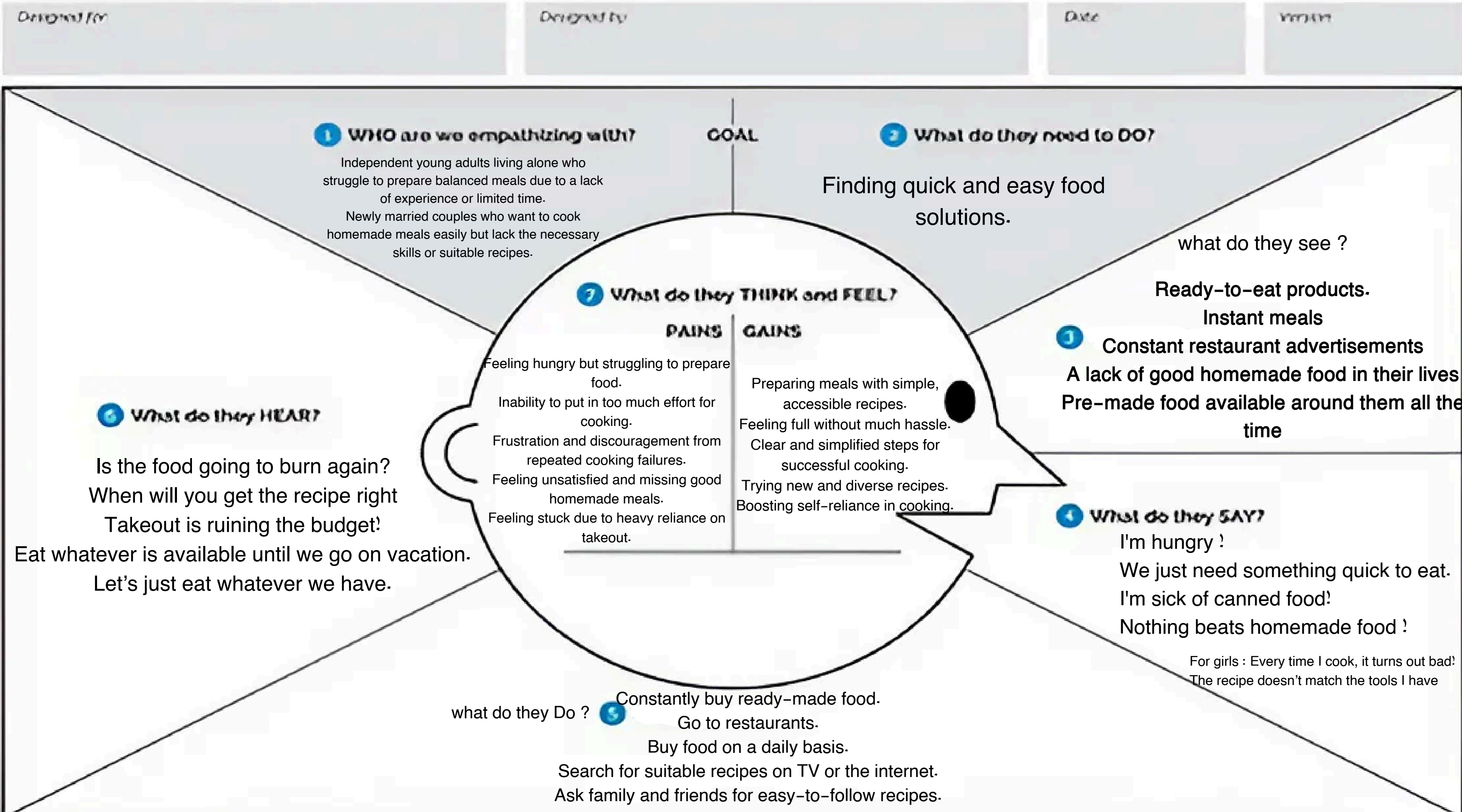




I CHEEF



Empathy Map



<p>CONTEXT When does the problem occur?</p> <p>During lunch and dinner, especially after a long workday or sudden hunger.</p>	<p>PROBLEM What is the root cause of the problem?</p> <p>Limited cooking resources and facilities, such as a lack of tools, ingredients, and cooking skills.</p>	<p>ALTERNATIVES What do customers do now to fix the problem?</p> <p>Watching cooking channels without ensuring the availability of necessary ingredients or tools. Ordering ready-made food, which increases costs and waiting time.</p>
<p>CUSTOMERS Who has the problem most often?</p> <p>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</p>	<p>EMOTIONAL IMPACT How does the customer feel?</p> <p>Constant hunger. Frustration from failing to cook properly.</p> <p>QUANTIFIABLE IMPACT What is the measurable impact (include units)?</p> <p>Losing approximately 30 hours per month</p>	<p>ALTERNATIVE SHORTCOMINGS What are the disadvantages of the alternatives?</p> <p>Ordering food: Expensive, time-consuming, and often unhealthy. Watching cooking channels: Does not provide immediate, practical solutions due to the need for specific ingredients and tools.</p>



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 :
<ul style="list-style-type: none">• Frustration from repeated cooking failures.• Motivated to learn but need simple, actionable guidance.	<ul style="list-style-type: none">• Ordering food frequently to save time and avoid frustration• Asking family and friends for easy and successful cooking methods.
GOALS:	CHALLENGES:
<ul style="list-style-type: none">• Improve cooking skills to prepare homemade meals with confidence and ease.• Reduce reliance on takeout by mastering simple and quick recipes.	<ul style="list-style-type: none">• 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 :

- Hunger and dissatisfaction with food options.
- Desire for independence in meal preparation.

BEHAVIOR & HABITS :

- Buys ready-made meals frequently
- Spends time searching for simple recipes but struggles to execute them.

GOALS:

- 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

CHALLENGES:

- Often orders takeout, increasing costs and reducing control over nutrition.
- Struggles to cook meals efficiently due to lack of experience.