NAME

Ananya

TYPE

Health-Conscious

Goals

- Hit her daily protein goals.
- Find high-protein, low-sugar alternatives quickly.
- Compare brands to find the healthiest option quickly.

Demographic

- Female 29 years
- Mumbai
- Single
- Marketing Manager

Quote

" *I hate hidden sugars. I need to know the exact macros—protein, carbs, and fats—before I buy anything* "

Background

- Ananya works out 4-5 times a week and tracks her calories using an app like MyFitnessPal.
- She currently shops with a calculator in hand, trying to sum up the nutrition of her cart manually.

Skills

Tech Savviness

| 0 | 25 | 50 | 75 | 100 |

Patience

| 0 | 25 | 50 | 75 | 100 |

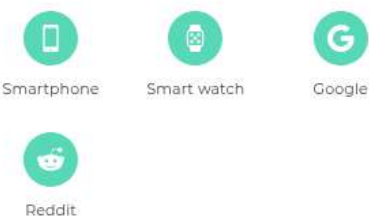Health Knowledge

| 0 | 25 | 50 | 75 | 100 |

Motivations

- **Accuracy:** Wants precise numbers, not vague "healthy" claims.
- **Transparency:** Wants to see the full ingredient list easily.
- **Performance:** Views food as fuel for her workouts.

Frustrations

- **The Toggle Tax:** hates switching between the grocery app and Google to check if an ingredient is bad.
- **False Advertising:** Frustrated by "Healthy" granola that is actually full of sugar.
- **Manual Math:** Tired of mentally calculating if her cart fits her diet plan.

Channels

- Smartphone
- Smart watch
- Google
- Reddit

Brands and influencers

myfitnesspal

MUSCLEBLAZE® MB

cult.fit

Apple

blinkit

Ananya

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MAP: Ananya (The Manual Struggle)

	TRIGGER	BROWSING	SELECTION	CHECKOUT	POST-PURCHASE
	Substage title	Substage title	Substage title	Substage title	Substage title
User Journey	Finishes workout. Needs to order groceries for her weekly meal prep.	Searches for "Protein Bars" and "Peanut Butter."	Opens 5 different product pages to compare sugar content. **Switches between Grocery App and Google** to check ingredients.	• Pulls out a **calculator** or opens MyFitnessPal to tally up the macros in her cart manually.	Logs the food. Feels annoyed that she spent 20 minutes just ordering snacks.
Experience	neutral	boredom	annoyance	disgust	anger
Problems	Anxiety about hitting daily protein goals.	**"Healthy"** category is flooded with sugary products	It is exhausting to click back and forth to find the **"Clean"** option.	The app doesn't tell her the total protein in the cart, so she has to guess.	She feels she wasted time doing manual work the app should have done.
Ideas / Opportunities	**"Repeat Order Shortcuts":** Since she meal preps, show a "Buy Your Usuals" button on the home screen to add her staple items (Chicken, Eggs, Oats) instantly.	**"Macro Filters":** Add toggle filters for "High Protein" (>20g) or "Low Carb" so she doesn't have to check every item.	**"Comparison View":** Allow her to select 2 items (e.g., two brands of peanut butter) and compare their nutrition labels side-by-side.	**"Macro Dashboard":** Show a clear summary: *"Cart Total: 140g Protein, 200g Carbs"* so she knows if she has enough food for the week.	**"Save Cart as Meal Plan":** Let her save this specific list of items as a custom list named **"Weekly High-Protein Prep"** so she can reorder the entire list next week in 1 click.