NAME	TYPE
RAHUL	**Impulsive**

Goals

- Checkout in under 2 minutes.
- Reduce sugar intake without spending hours analyzing food.

Quote

"
"I just want to order dinner and be done. I don't have time to read back-of-the-pack labels."
"

Demographic

♂ Male   26 years

📍 Bengaluru

Single

Software Engineer

Background

Rahul works long hours and usually orders groceries/dinner at 8 PM when he is exhausted.

He is tech-savvy but health-illiterate. He knows he *should* eat better, but convenience always wins.

Motivations

- **Speed:** Wants the fastest path to payment.
- **Simplicity:** Wants simple red/green signals (Good vs. Bad)

Frustrations

- "I don't have time to click on every product page to check sugar content."
- "Nutrition labels are confusing; just tell me if it's bad for me."

Skills

Tech Savviness

0	25	50	75	100

Patience

0	25	50	75	100

Brands and influencers

Channels

- Netflix
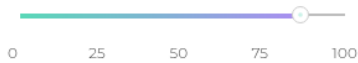- Tablet
- Laptop
- Zoom
- Instagram
- YouTube
- LinkedIn

RAHUL

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	TRIGGER	BROWSING	SELECTION	CHECKOUT	POST-PURCHASE
User Journey	• **User Goals:** "I am exhausted and hungry. I need food fast." • **Process:** Finishes work at 8 PM. Closes laptop. Picks up phone. • **Problems:** High stress = Low willpower.	• **User Goals:** "Find something tasty quickly." • **Process:** Opens app (Blinkit/Zepto). Sees colorful banners for snacks. • **Problems:** App promotes high-margin junk food on the homepage	• **User Goals:** "Add items to cart." • **Process:** Adds milk (essential). Then adds Chips and Coke (impulse). • **Problems: Nutrition Blindness.** He doesn't click the product page to check sugar because it takes too many clicks.	• **User Goals:** "Pay and get it delivered." • **Process:** Clicks "View Cart". Glances at total price. Clicks "Pay". • **Problems: Missed Opportunity.** The cart shows the price (₹400) but hides the health cost (1200 calories).	• **User Goals:** "Eat dinner." • **Process:** Delivery arrives. He eats the chips while watching Netflix. • **Problems: The Regret.** He realizes he just ate his daily calorie limit in one sitting. He feels guilty.

Experience

annoyance	boredom	interest	joy	sadness

Problems	**Decision Fatigue:** Rahul is mentally exhausted. He has low willpower to cook or research healthy food.	**Junk Promotion:** The app homepage aggressively pushes high-margin snacks (chips/soda), tempting him immediately.	**The "Click Wall":** Nutrition info is hidden inside the Product Description Page (PDP). It takes 3-4 extra clicks to see sugar content, so he skips it.	**Blind Transaction:** The cart shows the financial cost (₹500) but hides the health cost (1200 calories). He feels good because he thinks he's "done."	**Delayed Regret:** The feedback loop is broken. He only realizes he made a bad choice *after* he eats the food and feels heavy/guilty.
Ideas	Send a push notification at 7 PM: "Tired? Order a healthy dinner in 1 click."	**"Guilt-Free" Filter:** Add a one-tap filter on the homepage for "Healthy & Quick" meals.	**Smart Badges:** Display **"High Sugar"** or **"High Protein"** tags directly on the product card (thumbnails) so he doesn't have to click to open.	**The Core Feature: Nutrition Summary Popup.** Before he pays, show a "Health Score" for the cart and highlight the unhealthy items.	**"Health-to-Wealth Rewards:"** If the Cart Health Score is high (>80), the user unlocks a **"Healthy Streak Coupon"** (e.g., 5% off next order). This builds a habit loop and loyalty.

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