

# Rafiq

## Case Study


Designing a smart companion app that empowers individuals and families to live healthier, happier lives together.



 **Hello!**

I'm Rafiq, your companion on your journey to a healthier life and greater balance.

### Our Team

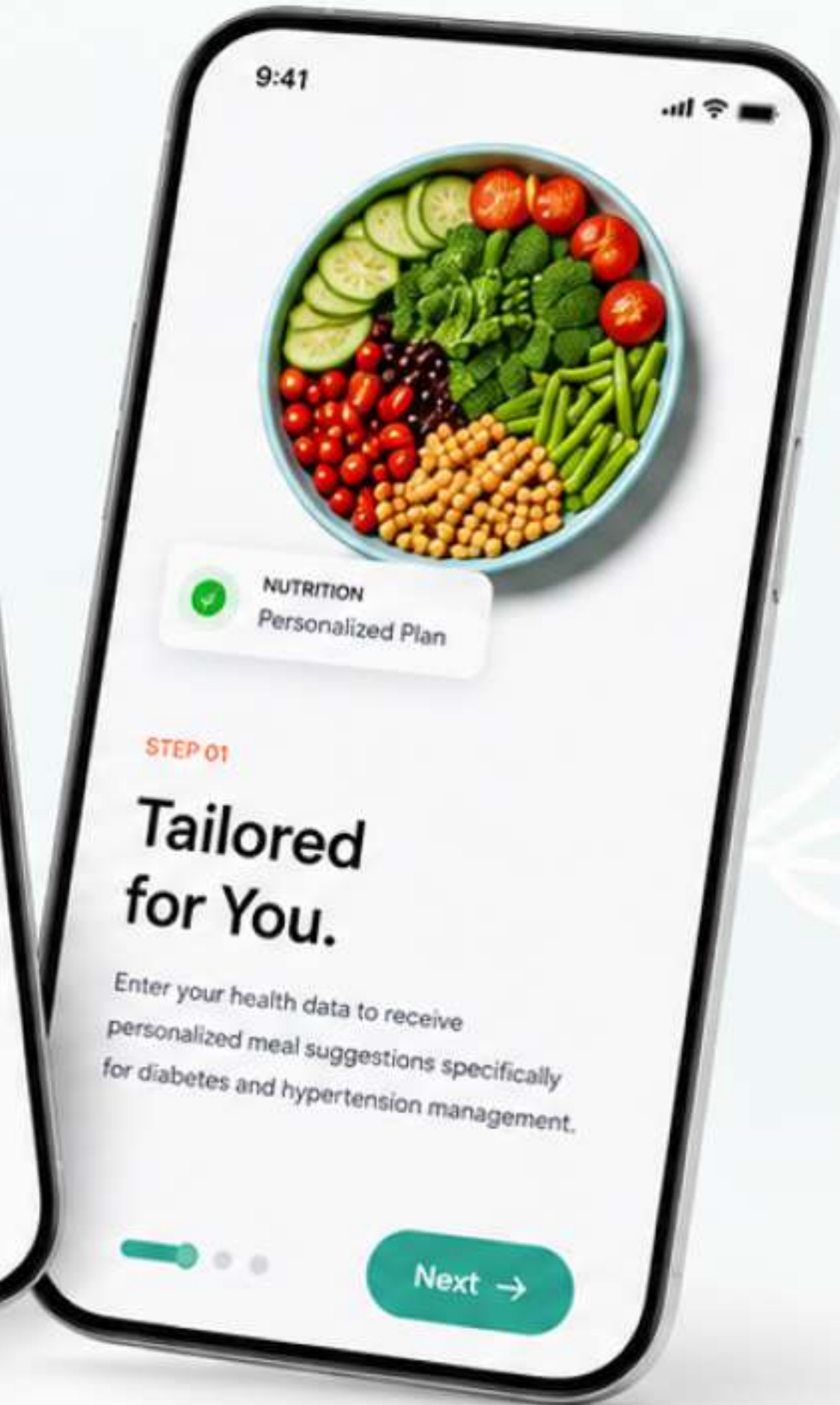
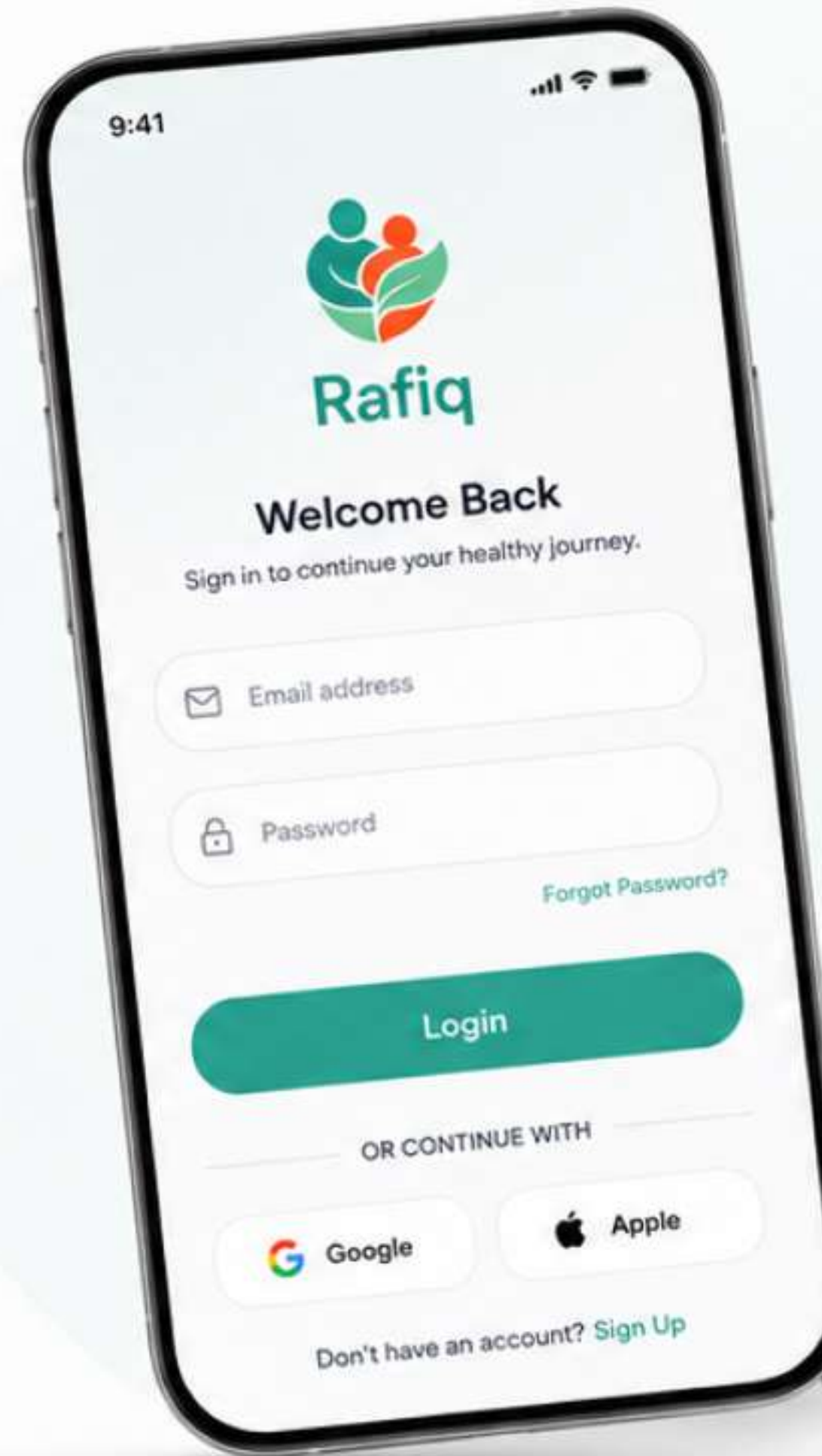
 Mohammed Ashraf

 Nihal Sabri

 Aisha Mohammed

 Nermeen Nasha'at

 Nermeen Salah



Supportive  
Community



Better  
Health



Balanced  
Life



# What is the **Rafiq** App?

Rafiq is a **smart healthcare** and **nutrition application** that helps people with diabetes and high blood pressure, and their caregivers make better health and meal decisions every day.



## For Patients & Caregivers

Supports people managing diabetes and high blood pressure.



## Main Goal

Make daily health and meal decisions easier and clearer.



## Core Experience

Personalized guidance, tracking, and continuous support.



A **smart companion** that turns health decisions into **simple daily actions**.





# What is the Problem?

Managing diabetes and high blood pressure is a daily challenge. Patients and caregivers struggle to **eat healthy, understand their needs,** and find an **easy and reliable solution.**



## Hard to Eat Healthy

Confusion about what to eat, portion sizes, and what to avoid for their condition.



## Difficult to Track & Stay Consistent

Busy schedules and lack of simple tools make it hard to track meals, medications, and health progress.



## Caregivers Need Better Support

Caregivers find it hard to monitor, communicate, and manage their loved one's health effectively.



## Information is Scattered & Overwhelming

Too much information from different sources, not personalized, and hard to understand or trust.



They need a **simple, personalized,** and **supportive** solution that **saves time, reduces confusion;** and **improves daily life.**



# Strategic Roadmap

Our research-driven roadmap to build a solution that truly supports patients and caregivers in managing diabetes and high blood pressure.



## Our Vision

**“ To simplify nutrition decisions for chronic disease patients through personalized, accessible, and supportive digital healthcare.**

Empowering healthier lives through smarter food choices and continuous support.

## Target User Segments

Segment	Need
Patients	Simple nutrition guidance and easy-to-understand health insights.
Caregivers	Meal planning support, reminders, and tools to manage loved ones' health.
People Trying to Eat Healthier	Practical meal ideas, healthy habit tracking, and motivation to stay on track.

## Project Goals

- Understand users deeply**  
Identify real needs, behaviors, and challenges of patients and caregivers.
- Solve meaningful problems**  
Address critical pain points in nutrition management and daily care.
- Design user-centered solution**  
Create an intuitive, accessible, and personalized app experience.
- Drive lasting impact**  
Support healthier habits and improve quality of life every day.

**7**  
User Interviews  
Patients & Caregivers

**78**  
Survey Responses  
Patients & Caregivers

**Age 25–65+**  
User Age Range  
Diverse age demographics

**6 Weeks**  
Research Duration  
1 Feb – 15 Mar 2026

## Our Approach

We combine user research, data insights, and empathetic design to build a solution that is practical, trustworthy, and truly life-changing.



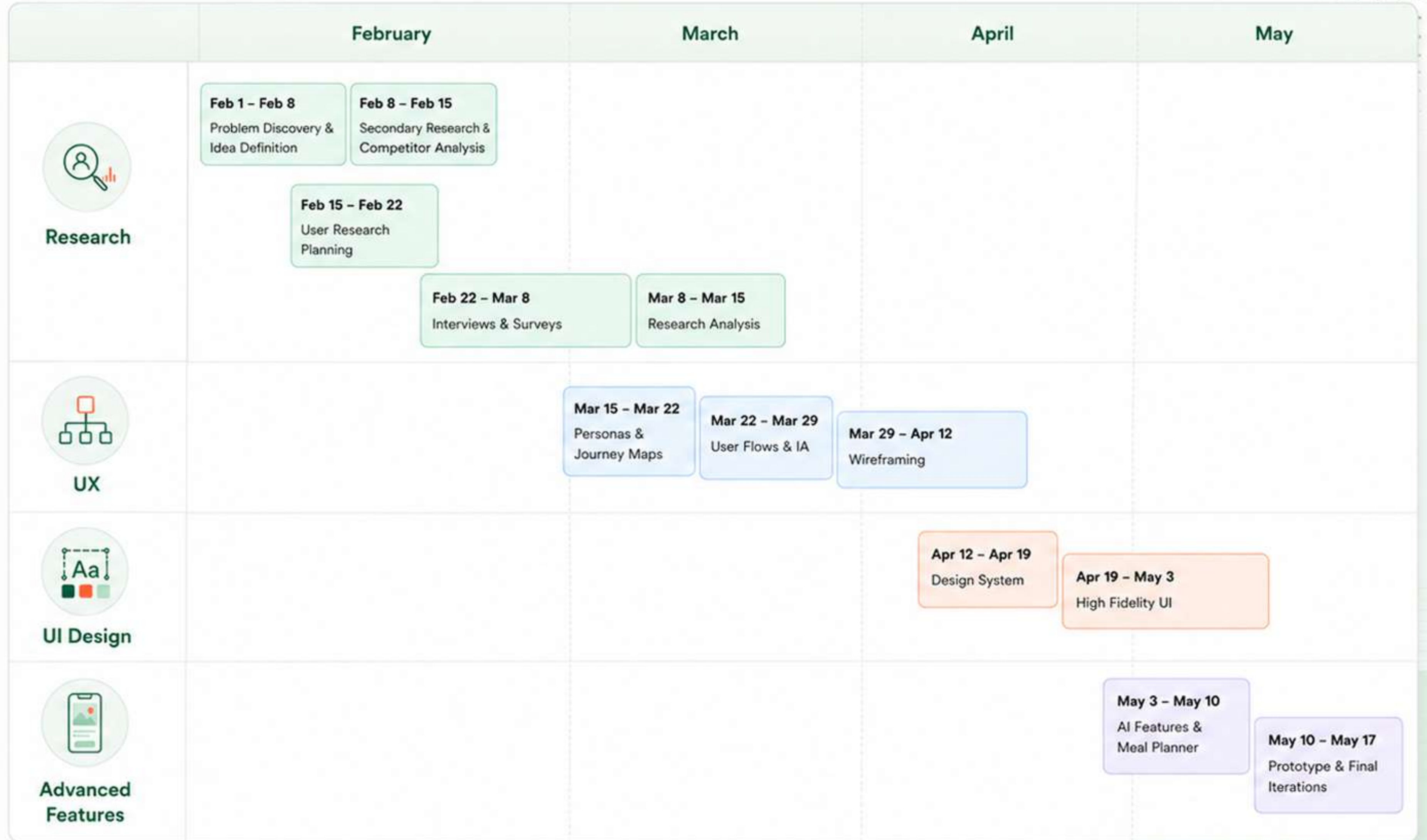
# Project Timeline

A phased roadmap showing how research insights evolved into UX structure, UI design, and advanced features.



## Key Focus

- ✓ Clear project phases
- ✓ Visible research-to-design progression
- ✓ Milestone-based delivery
- ✓ Iterative product refinement



# Key User Pain Points

Through user research with patients and caregivers, we identified the key challenges that impact their ability to manage health and maintain healthy habits.

# 78%

of users **struggle understanding** nutrition information



## Nutrition Confusion

Users struggle understanding what foods are safe, portion sizes, and what to avoid.

**60%** of users experience this



## Lack of Consistency

Maintaining healthy habits feels overwhelming and hard to stay consistent long term.

**72%** of users experience this



## Emotional Stress

Users feel guilt and anxiety around food choices and their impact on their health.

**48%** of users experience this



## Time & Complexity

Meal planning, tracking, and managing health information take too much time and effort.

**65%** of users experience this



Users need a **simple, personalized, and emotionally supportive** solution that **saves time, reduces confusion**, and helps them **build healthy habits consistently**.

# Key Research Insights

We conducted interviews with users to understand their experiences and needs, clearly highlighting what matters most to them.

## What our users told us

“



Not every app fits me... I need a plan that **matches my condition** and my lifestyle.



**Diabetic Patient, 45**  
Type 2, 5 years

“



★ Key Insight

I need something **simple and easy to use** that covers everything in one place.



**Diabetic Patient, 38**  
Newly Diagnosed

“



There's a lot of information in apps, but not enough **clear details** on what I should do.



**Hypertension Patient, 52**  
High BP, 3 years

“



I want an app that helps me **stay motivated** every day and keeps me on track.



**Caregiver, 41**  
Cares for mother



Users need a **simple, personalized, and supportive** experience that reduces confusion, adapts to their condition, and helps them **build healthier habits consistently**.



**78%**

of users struggled with understanding nutrition information and meal choices.

(Based on interview responses)

# Interview Results Analysis

Key findings from interviews with diabetic patients and caregivers.



## TOP 3 KEY INSIGHTS



## SUPPORTING INSIGHTS



# Interview Results

## Analysis

We conducted in-depth interviews with patients and caregivers to understand their needs, behaviors, and challenges in managing diabetes and hypertension.

### Key Findings



#### 1. Nutrition Confusion

High

**60%** of users find it difficult to understand what to eat, portion sizes, and which foods are safe for their condition.



#### 2. Lack of Motivation

High

**60%** of users feel unmotivated or inconsistent in following a healthy diet due to cravings, emotional eating, and lack of encouragement.



#### 3. Time-Consuming Tracking

Medium

**80%** of users say meal planning, tracking, and data entry take too much time and effort, leading to inconsistent use of apps.



#### 4. Caregiver Stress

Low

Caregivers find it challenging to **monitor and support** their loved ones while managing their own responsibilities.



### Key Takeaway

Users need a **simple, personalized, and supportive** solution that **saves time, reduces confusion**, and helps them **build healthy habits consistently**.

# Understanding User Behavior

We analyzed users' thoughts, behaviors, emotions, and challenges to design a more supportive healthcare experience.



## THINKS

What users think internally.



I want **clear guidance** that fits my lifestyle.

- ✓ Managing my condition feels overwhelming.
- ✓ I want trustworthy information I can rely on.
- ✓ I need help staying consistent every day.
- ✓ I want a plan that fits my routine and preferences.



## SAYS

What users say out loud.



I need something **simple** and **easy to use**.

- ✓ I forget to track my health sometimes.
- ✓ I want all my health reports in one place.
- ✓ I need reminders and motivation.
- ✓ I want to understand my condition better.



## DOES

What users do in their daily lives.



I try to **manage my health**, but it's not always easy.

- ✓ Tracks meals, blood sugar, and progress.
- ✓ Takes medications and attends appointments.
- ✓ Searches for healthy recipes and advice online.
- ✓ Uses reminders, but not consistently.



## FEELS

How users feel emotionally.



I feel **overwhelmed** and worried about my long-term health.

- ✓ Overwhelmed by too much information.
- ✓ Worried about future complications.
- ✓ Motivated when I see progress.
- ✓ Confused about making the right choices.



## Key Insight

Users need a **simple, personalized, and emotionally supportive** experience that reduces confusion and helps them maintain **healthier habits consistently**.



# Patient Persona

Understanding Ahmed's needs, challenges, and daily routine helps us design a simpler and more supportive healthcare experience.



## Ahmed Hassan

Type 2 Diabetes Patient

 Age: 45

 Condition: Type 2 Diabetes

 Occupation: Administrative Employee

 Lifestyle: Busy, family-oriented

### Main Frustration

It's hard to find clear nutrition guidance and stay consistent.



Ahmed is a 45-year-old administrative employee who lives with Type 2 diabetes. He wants to **eat healthy** and **control his blood sugar**, but he finds it difficult to **understand nutritional information, plan meals, and stay consistent** with his diet due to a busy lifestyle.



### Needs

- Easy-to-understand and quick nutrition guidance
- Reliable and simple food choices
- Support to maintain consistency
- Better quality of life



### Challenges

- Difficulty understanding nutrition values
- Feeling guilty after eating unhealthy food
- Following a strict diet is difficult with work and social life



### Goals

- Maintain stable blood sugar levels
- Eat healthier without deprivation
- Improve daily life pattern
- Stay consistent long-term



### Pain Points

- Lack of easy and quick nutrition information
- Complex and confusing nutritional labels
- Hard to choose the right option
- No time to plan meals

“ *I want healthier habits without feeling overwhelmed every day.* ”



Ahmed needs a **simple, personalized,** and **easy-to-understand** solution that fits naturally into his daily routine.

# User Journey Map (Patient)

Understanding Ahmed's journey helps us identify pain points and design solutions that make his nutrition management simpler and more effective.



**Scenario:** Ahmed wants to eat healthy, but he faces difficulties that make it hard.



**Expectation:** He wants a fast, easy solution that fits his daily routine without complex decisions.

1



Thinking about the Meal

2



Searching for Options

3



Checking Details

4



Making a Decision

5



After the Meal



Actions

- Thinks about what to eat
- Searches for meal or food options

- Searches for suitable options
- Looks for healthy and easy choices

- Checks nutritional information
- Tries to understand what is best

- Compares options
- Chooses a meal or follows a plan

- Eats the meal
- Tracks progress and health metrics



Pain Points

- Overthinking the impact of each food

- Confused about what to choose

- Nutrition facts are hard to find and understand

- Not sure if it's the right choice for my health

- Forgets to track or loses motivation



Opportunities

- Simplify thinking with guidance

- Smart suggestions or recommendations

- Clear and easy nutritional information

- Personalized recommendation

- Smart reminders and progress insights



Emotions

1 Anxious

2 Exhausted

3 Unsure

4 Anxious

5 Anxious



**Key Insight:** Patients need **quick, personalized, and easy-to-understand** nutritional guidance that fits naturally into their daily routines and helps them build **healthier habits** consistently.

# Caregiver Persona

We created this persona to better understand the daily challenges, needs, and goals of our users in managing their health and nutrition.



## Sarah Mohamed

Caregiver for her diabetic mother

-  22 years old
-  Cairo, Egypt
-  Student
-  Single
-  University Student



Sarah is a **22-year-old university student** who helps one of her family members who has diabetes choose appropriate meals. She tries to ensure that meals are healthy and safe, but she **struggles to understand nutritional values and identify suitable food choices.**



### Goals

- Help the patient choose suitable meals
- Prepare healthy and safe meals based on the patient's condition
- Ensure food does not cause high blood sugar or pressure
- Organize the patient's daily meals easily



### Challenges

- Difficulty understanding nutritional values
- Confusion about healthy food options
- Difficulty determining suitable portions
- Lack of clear suitable choices
- Anxiety about choosing unhealthy food that may negatively affect the patient's health



### Motivations

- Maintaining the patient's health
- Feeling reassured when food is safe and suitable for the health condition
- Reducing anxiety when choosing food
- Helping the patient maintain a healthy lifestyle



### Needs

- Easy understanding of nutritional information
- Suggested meals suitable for the patient's condition
- Clear healthy meal preparation guidance
- Fast meal evaluation tools
- Easy methods to help the patient follow the dietary plan

# Journey Map – Caregiver

Mapping the steps Sarah takes while managing her diabetic mother’s meals, the challenges she faces, and opportunities to support her better.
















### Scenario

The caregiver tries to choose or prepare a suitable meal for the patient while making sure it is safe.



### Expectations

Quickly knowing whether the meal is suitable, with clear instructions and reduced stress during decision-making.

	1 Meal Planning	2 Searching for Meal Information	3 Choosing the Meal	4 Preparing the Food	5 Post-Meal Follow-Up
	 <p>Sarah plans meals for the week based on her mother’s health condition and preferences.</p>	 <p>She looks for trustworthy and easy-to-understand nutrition information and meal ideas.</p>	 <p>She selects healthy, suitable meals that meet her mother’s nutritional needs.</p>	 <p>Sarah prepares the meals with the right ingredients and portion sizes.</p>	 <p>She checks how her mother responded and adjusts the plan for next time.</p>
 Emotion	 Confused	 Worried	 Hesitant	 Anxious	 Uncertain
 Pain Points	Doesn’t know what is suitable	Information is scattered and complicated	Doesn’t know the suitable quantity	Afraid of choosing the wrong ingredients	Doesn’t know if the patient is following the plan
 Opportunities	Suggest meals based on the patient’s condition	Simplified trusted source	Clear portion recommendations	Healthy preparation guidance	Dashboard tracking

# Key Insights & Problem Statement

Key findings gathered from interviews, research, and user analysis.

## Key Insights

★ Top Insight



### Understanding Matters More Than Calories

Users do not only want to know calories. They want to understand how food affects their health condition (blood sugar / blood pressure).



### Information Complexity

Nutritional information is often complex, confusing, and time-consuming to understand—making healthy decision-making much harder.



### Anxiety & Lack of Confidence

Users feel anxious and uncertain when choosing food, especially outside the home or when trying new meals.



### Lack of Guidance & Motivation

The absence of continuous guidance or clear support leads to loss of motivation and difficulty maintaining a healthy diet system.



**80%** of users reported difficulty understanding nutritional information.

## Problem Statement



Users need a **simple and fast** way to **understand how food affects their health condition**. They also need **confidence** when trying different types of food **without fear**, as they struggle to understand nutritional information and feel anxious when making dietary decisions.



These insights guided the creation of Rafiq's personalized and supportive healthcare experience.



# Competitor Analysis

We analyzed specialized health, nutrition, and fitness apps to identify their strengths, weaknesses, and opportunities.

App	 Community Support	 Personalized Tips	 Nutritionist Access	 Calorie & Food Snap	 Notes	 Calories Tracking	 AI Assistant	 Progress Tracking	 Exercise Tracking	 Recipe Creator	 Favorites	 Recipes
MyDiabetes	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✓	✓
Diabetic Recipes	✓	✗	✗	✗	✓	✓	✓	✓	✓	✓	✓	✓
Diabetes & Diet Consultant	✗	✗	✗	✗	✗	✓	✗	✓	✗	✗	✗	✗
Diet App (My sugar)	✗	✗	✗	✗	✓	✓	✗	✓	✗	✗	✗	✗
Glucose Buddy	✗	✓	✓	✗	✓	✓	✗	✓	✓	✗	✓	✓
Healthify	✗	✗	✗	✗	✗	✓	✓	✓	✓	✗	✓	✓



## Summary

No competitor combines calorie tracking, AI support, progress tracking, patient tips, and direct communication with specialists in one complete experience.



## Who Is Rafiq For?



Diabetes & Hypertension Patients



Caregivers for Patients & Elderly People



People Trying to Eat Healthy



## Key Differentiators



All-in-one platform



Smart AI assistant



Complete progress tracking



Direct expert communication



**The Opportunity:** Deliver a smart, supportive, and complete experience that puts the patient at the heart of their health journey.

STORYTELLING

# User Scenario Storytelling

Real life. Real struggles. Real impact.



## User's Daily Struggle

Living with diabetes or hypertension is not just about food, it's about making the right choices every single day.



### Morning

8:00 AM

#### Confused Breakfast

Not sure what to eat that's healthy and safe for my condition.



Is this breakfast good for me?



### Afternoon

2:00 PM

#### Blood Sugar Concern

Worried if my meal will spike my blood sugar.



Will this meal increase my sugar?



### Night

9:00 PM

#### Caregiver Worry

My family worries about my long-term health and safety.



I just want my loved ones to be healthy.

## How Rafiq simplifies every step



#### Scan or Ask

I scan my meal or ask Rafiq anything about it.



#### Get Instant Analysis

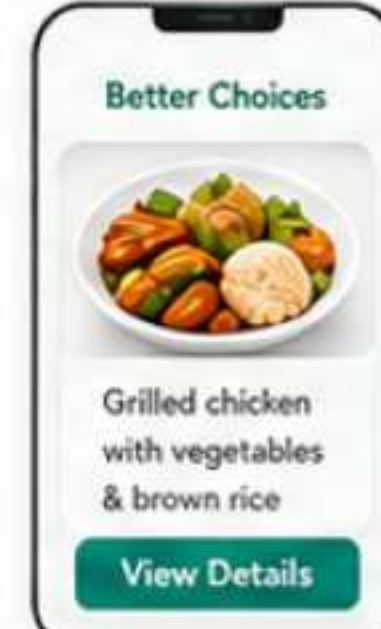
Rafiq instantly shows nutrition information & health impact.

Analysis Result	
Calories	420 kcal
Carbs	48 g
Sugar	8 g
Sodium	560 mg
⚠️ High Sodium Not ideal for hypertension.	



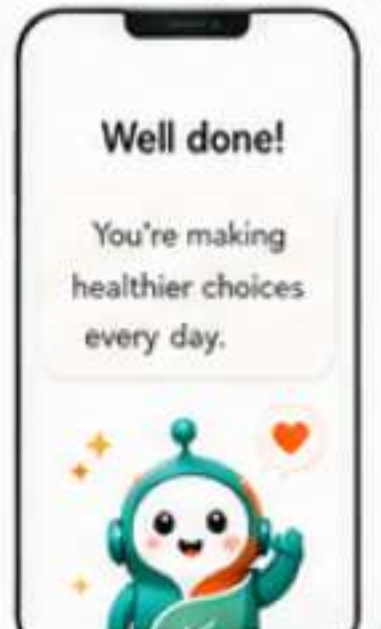
#### Get Better Suggestions

Rafiq suggests healthier options that fit my condition.



#### Feel Supported Every Day

I feel more confident and carefree, knowing I have Rafiq with me.



Rafiq turns **confusion** into **clarity**, **worry** into **confidence**, and every meal into a step toward better health.



# Proposed Solution & App Features

How We Solve the Problem and Meet User Needs



## CORE IDEA

A smart application that helps users easily understand how food affects their health condition and guides them toward making suitable dietary decisions without complexity.

## MAIN FEATURES



### Meal Analysis

- Scan or select a meal
- Smart analysis of ingredients and nutritional values
- Show how meals affect the user's health condition



#### Analysis Result

520 kcal

Good Choice 

• Carbs	45 g
• Protein	28 g
• Fats	18 g
• Fiber	7 g



### Healthy Alternative Suggestions

- Healthy alternatives for the same meal
- Personalized suggestions based on the health condition
- Diverse and easy-to-prepare options

#### Better Alternatives for You



Grilled Salmon with Quinoa  
480 kcal



Lentil Bowl with Veggies  
450 kcal



Chicken & Steamed Veggies  
430 kcal



### Simplifying Nutritional Information

- Display nutritional values in a simple way
- Explain how each element affects blood sugar or blood pressure levels
- Colors and ratings for easier understanding

 Sugar	High	
 Fiber	Good	
 Sodium	Moderate	
 Fats	High	



### Nutrition Tracking

- Track meals and health status
- Review nutrition after every meal
- Daily reminders and tips to maintain health

#### Today's tip:

Try reducing simple sugars in your meals.



## Smart, Simple, and Reliable Solution

Helping users make the best health choices every day.



IDEATE STAGE

# Meet Your AI Nutrition Assistant

Your intelligent chatbot companion for smarter and healthier meal decisions.



## Meet Rafiq AI

A smart nutrition assistant designed to help you understand meals, reduce anxiety, make healthier choices, and stay consistent with your health goals.



**Smart Meal Analysis**  
Instantly evaluates meals and nutritional impact.



**Personalized Guidance**  
Tailored recommendations based on your condition and preferences.



**Easy-to-Understand Nutrition Help**  
Makes complex nutrition information easy to understand and act on.

## How Rafiq AI Helps You



### Analyze Any Meal

Understand calories, sugar, sodium, and nutritional impact instantly.



### Suggest Healthier Alternatives

Get safer and better meal recommendations based on your condition.



### Explain Food Clearly

Turn complex nutrition data into simple, easy-to-understand explanations.



### Personalized for Your Condition

Recommendations adapt to diabetes, blood pressure, and your lifestyle.



### Answer Questions Instantly

Chat naturally and ask anything about food, ingredients, or your diet.



### Track & Learn Habits

Learns your habits and improves suggestions to help you reach your goals.



Reliable Information



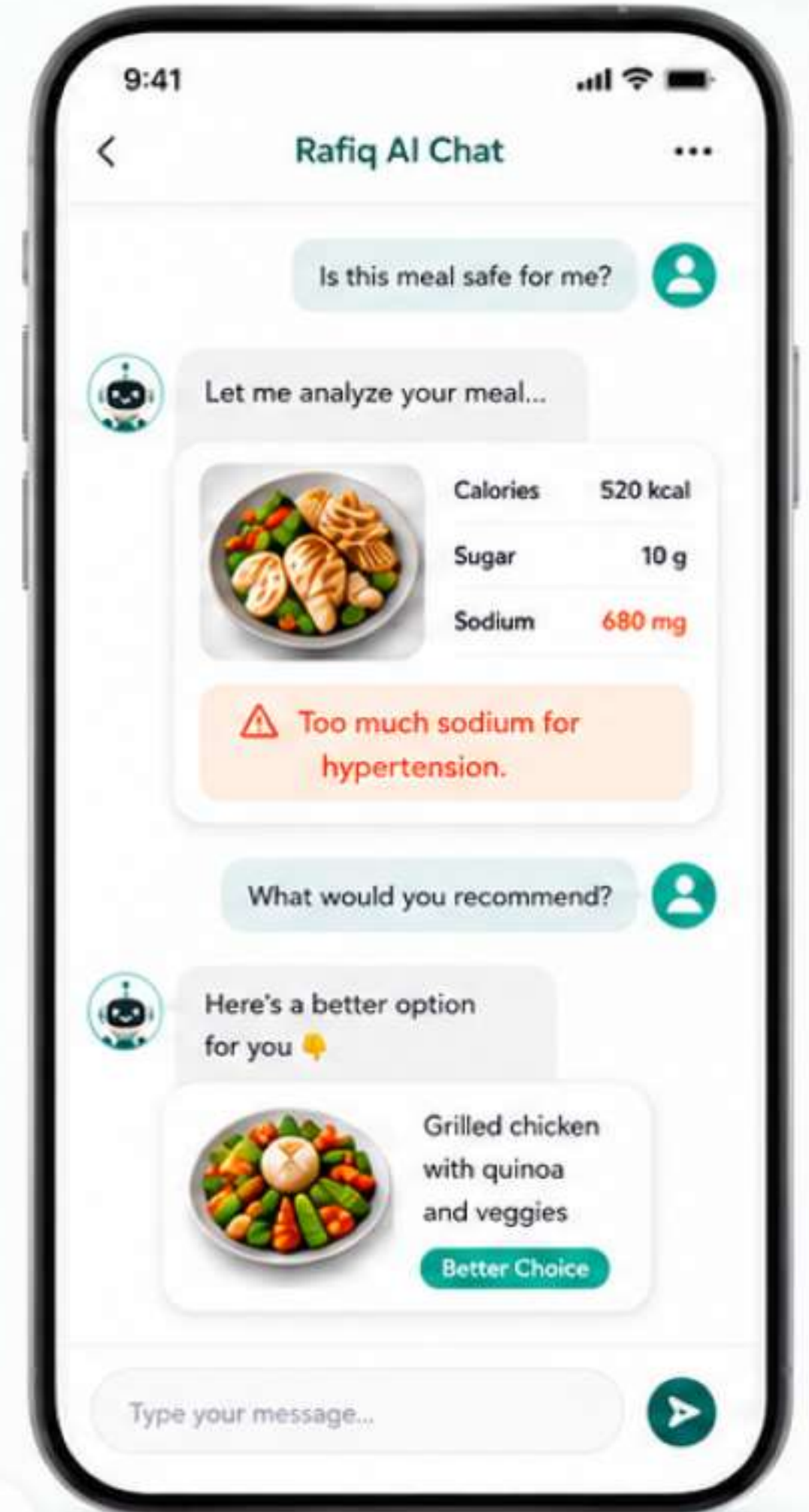
Private & Secure



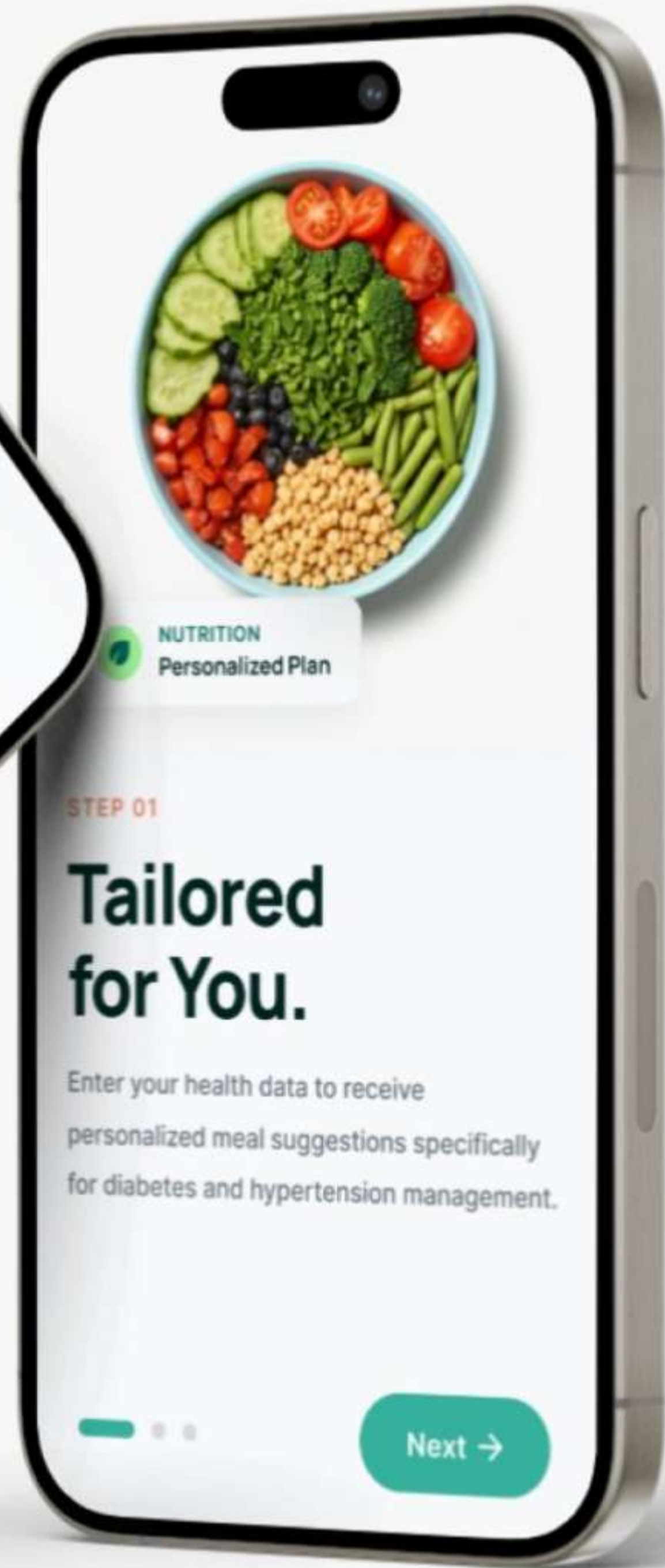
AI-Powered Intelligence



Designed for Your Health



Rafiq AI is here to make nutrition **simple**, meals **smarter**, and your journey **healthier**—every day.

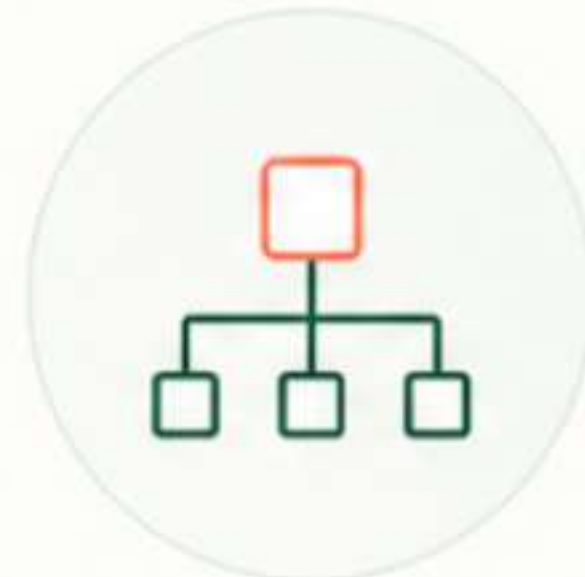


# From UX Research to UI Design

Turning insights, user needs, and structure into polished high-fidelity experiences.



Research Insights



Information Architecture



Design System



High-Fidelity UI

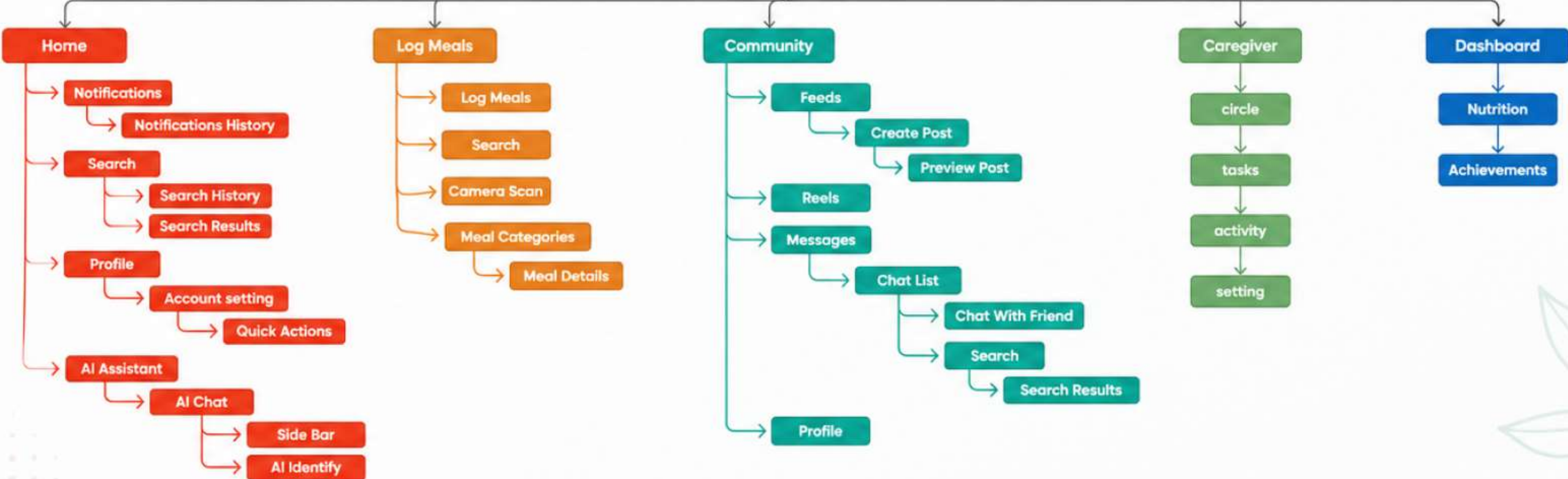


## Key Transition

- ✓ User insights become screen priorities
- ✓ Flows guide the interface structure
- ✓ Visual system brings consistency

# Information Architecture

Platform structure and navigation hierarchy



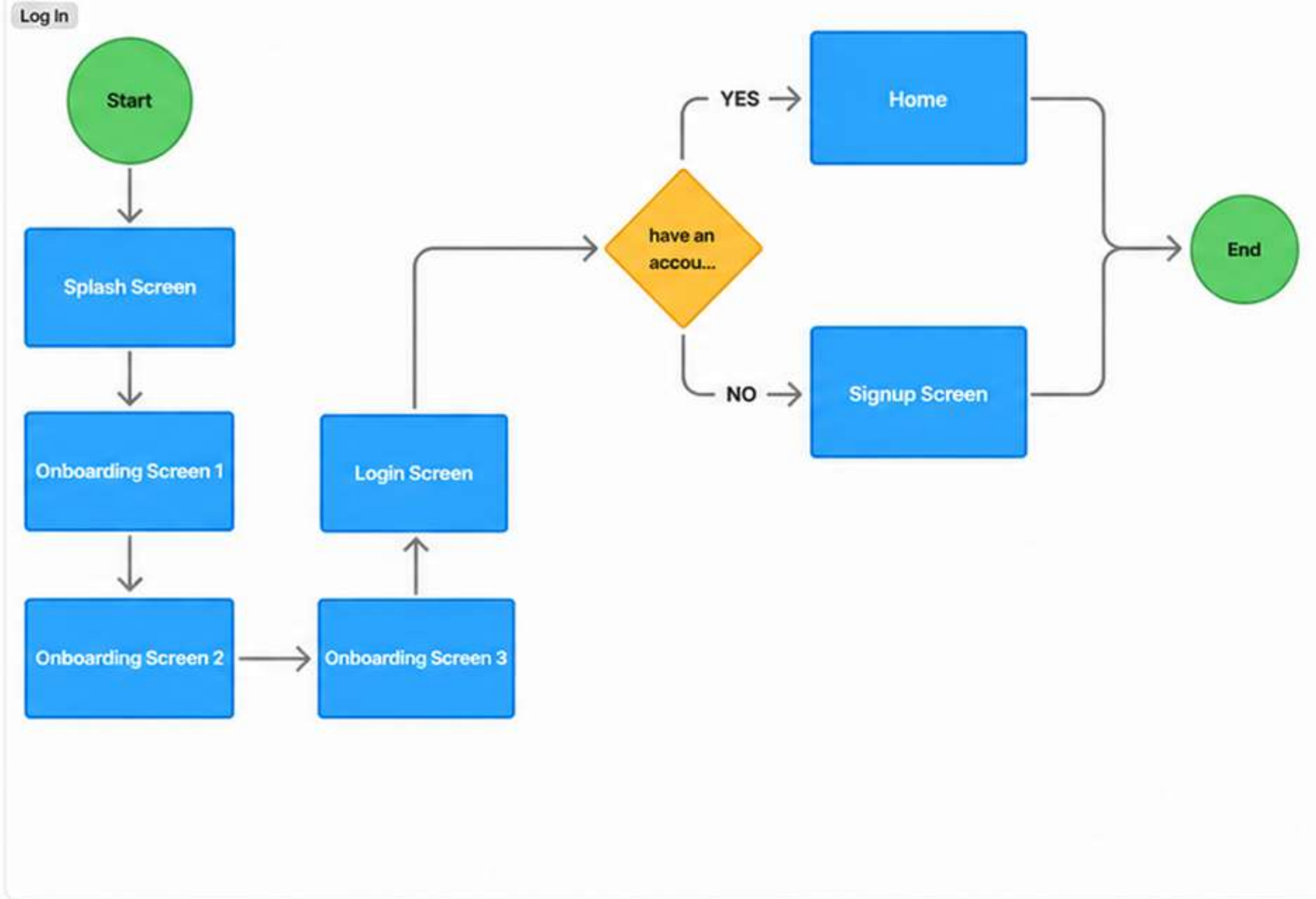
# User Flow

Mapping the onboarding, sign-up, and log-in journey for a smooth user experience.

## Sign Up Flow

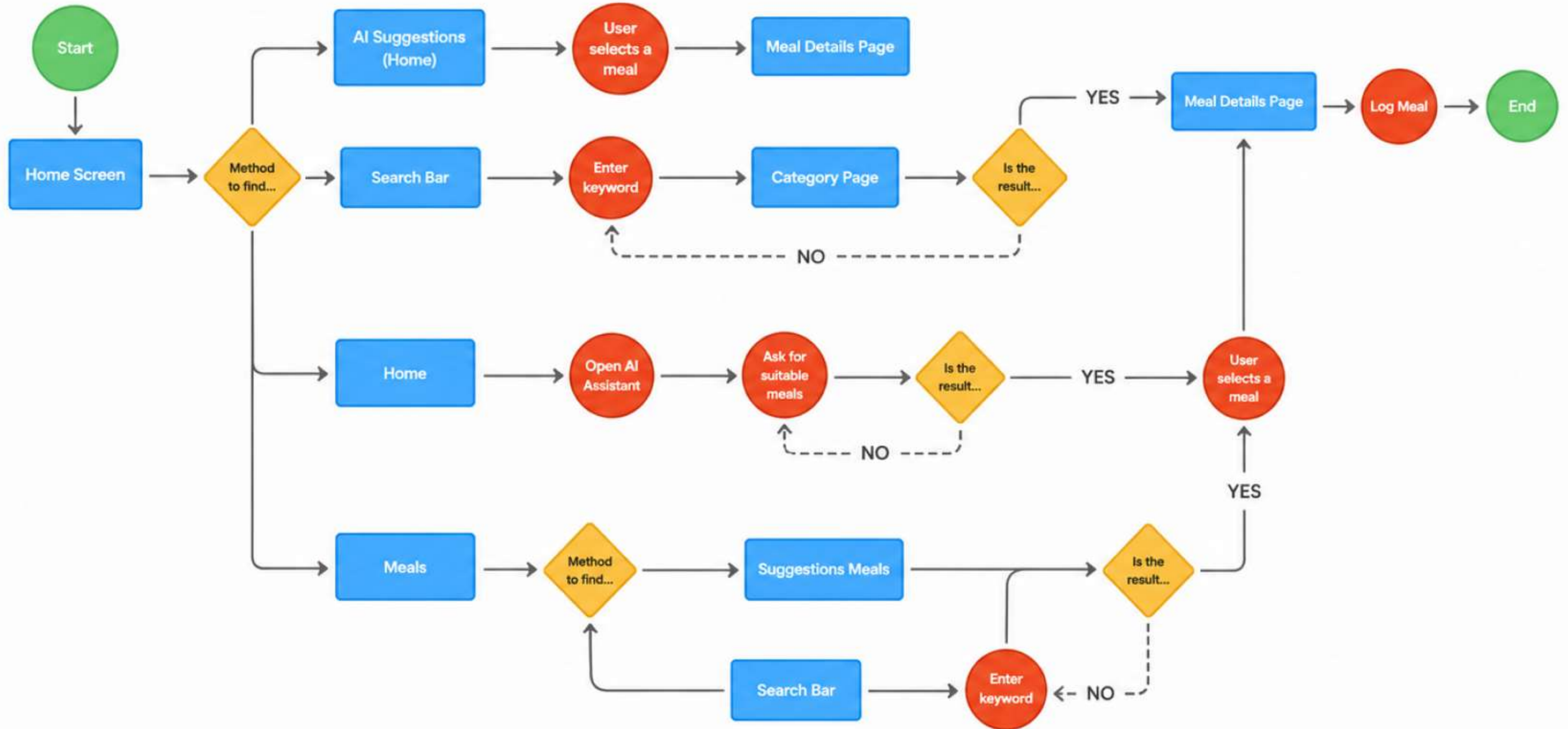


## Log In Flow



# User Flow

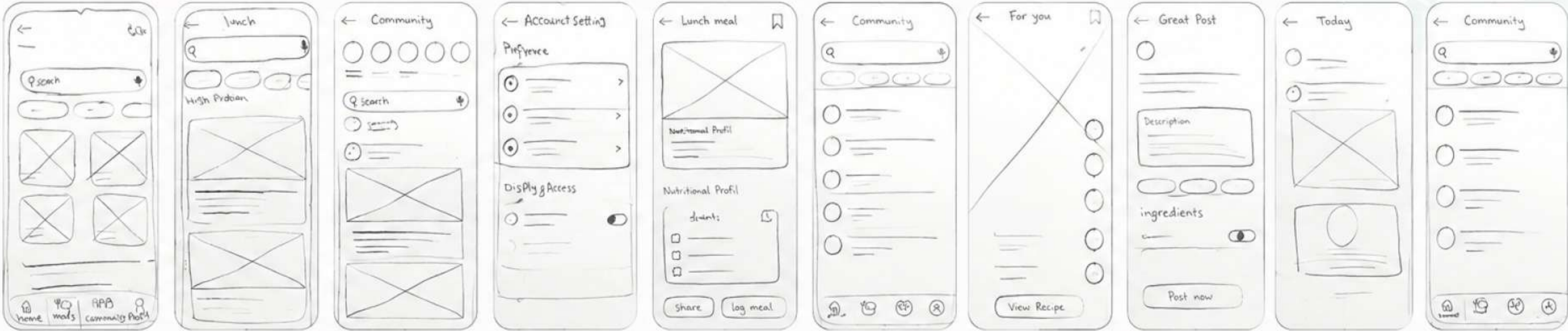
Choose a Meal Journey



# Low-Fidelity Screens



Exploring layout and user flow through basic wireframes to focus on **structure**, **clarity**, and **functionality** before visual design.



- 01 Home
- 02 Meals
- 03 Community
- 04 Profile & Settings
- 05 Meal Details
- 06 Community Feed
- 07 For You
- 08 Create Post
- 09 Today (Feed)
- 10 Community (Explore)

 **KEY FOCUS**

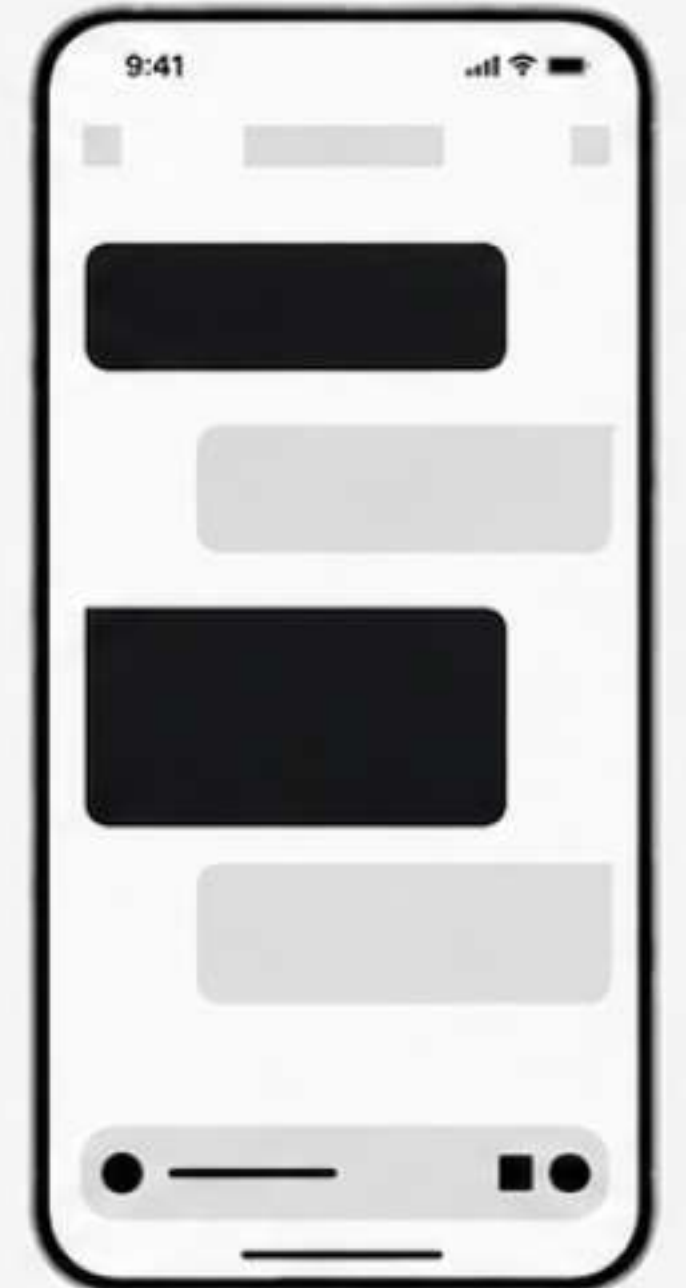
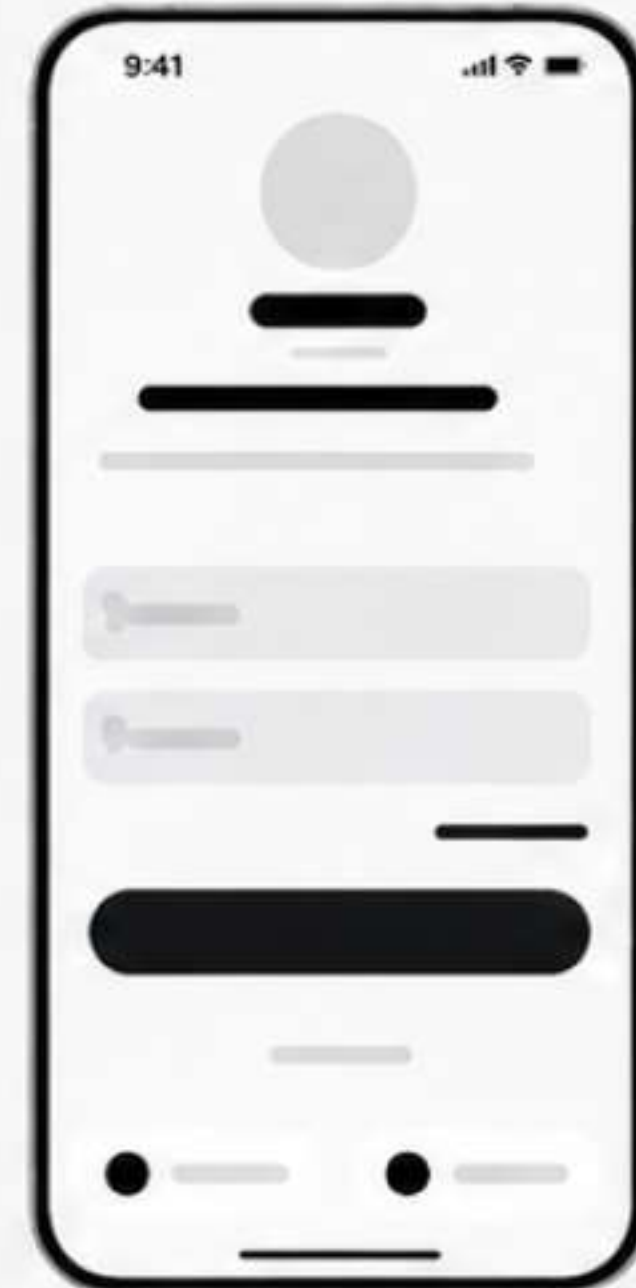
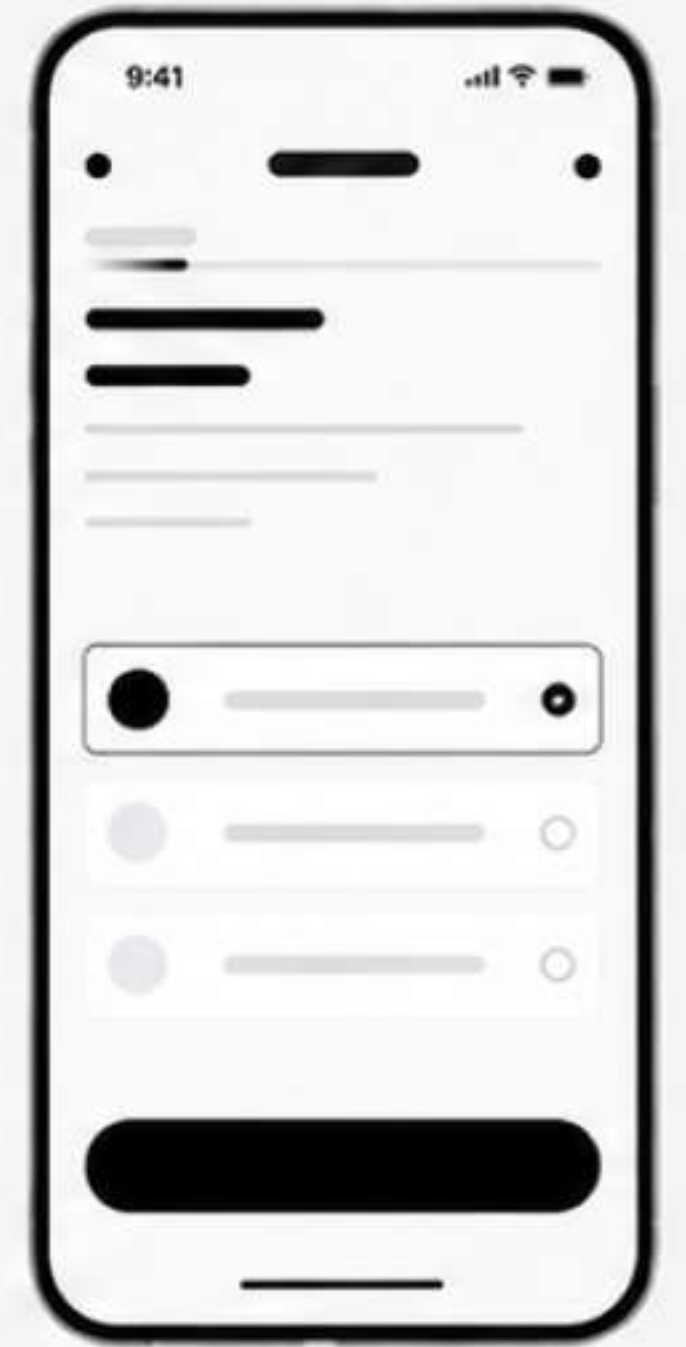
-  Clear layout hierarchy for easy navigation
-  Content prioritization for key features
-  Smooth user flow across screens



MID-FIDELITY WIREFRAMES

# Mid-fidelity Screens

Wireframes exploring structure, hierarchy, and interaction patterns before visual refinement.



## BRAND IDENTITY

# Brand Identity

Rafiq's brand identity reflects a caring, human-centered approach to wellness. Our visual language communicates freshness, balance, and community—empowering people to live healthier together.

### Key Focus

- ✓ Human-centered wellness
- ✓ Community & support
- ✓ Natural health symbolism
- ✓ Friendly modern recognition

## 01 Primary Logo



## 02 Logo Breakdown



### People

Represents community, support, and togetherness.



### Leaf

Symbolizes natural health, growth, and sustainability.



### Heart

Expresses compassion, care, and emotional connection.

## 03 Color Palette



Primary Teal  
#39B0AB



Warm Coral  
#DF7F5D



Leaf Green  
#06B524



Support Green  
#0C6843

## 04 Brand Attributes



Caring



Fresh



Balanced



Inclusive

## 05 Typography

**Poppins**

**Bold**

Semibold

Regular

## DESIGN SYSTEM

# Design System

Our design system ensures consistency, accessibility, and scalability across the Rafiq app—delivering a seamless experience for every user.

### Key Focus

- ✓ Consistent visual language
- ✓ Scalable foundations
- ✓ Accessible typography
- ✓ Reusable design tokens

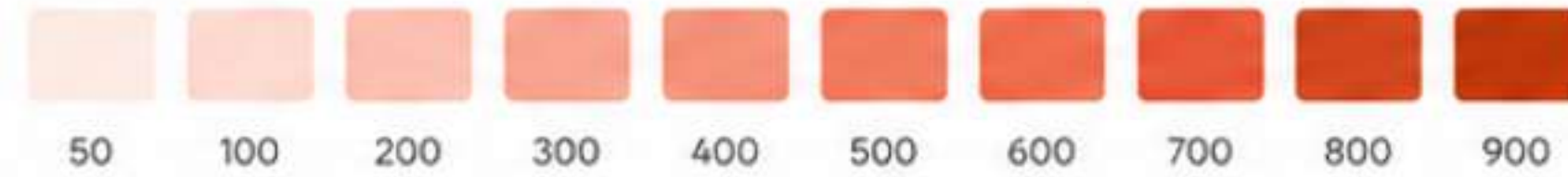
## 01. Colors

Our color palette is accessible and friendly

### Primary



### Secondary



### Semantic



## 02. Typography

Our typography is accessible and friendly

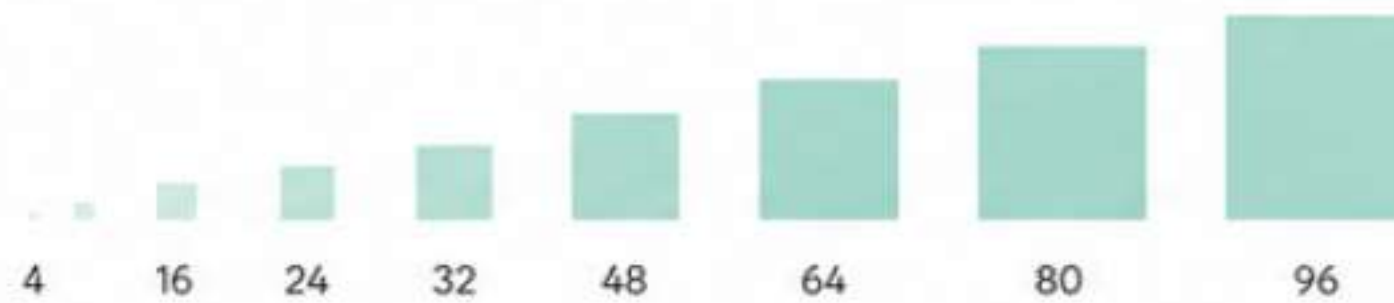
# Aa

Font Family  
**Poppins**

32px / Bold	Heading 1
24px / Semibold	Heading 2
18px / Semibold	Heading 3
16px / Regular	Body Large
14px / Regular	Body Small
12px / Regular	Caption
14px / Semibold	Button

## 03. Spacing & Grid

8px spacing system for consistency.



### Container

Max width: 1200px



## 04. Elevation (Shadows)

Use shadows for depth and hierarchy.



None Sm Md Lg XI

## DESIGN SYSTEM

# Components that build Rafiq

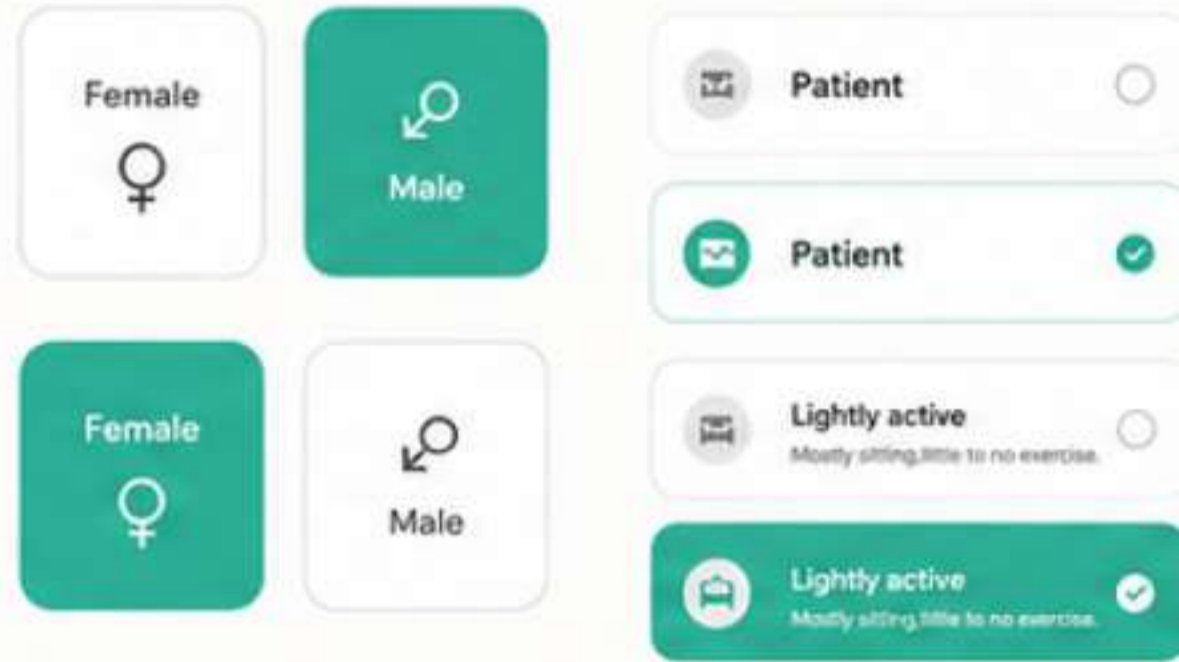
A library of reusable UI elements that power consistent, accessible, and scalable screens across the Rafiq app.



### Key Focus

- ✓ Reusable interface elements
- ✓ Consistent interaction patterns
- ✓ Visual hierarchy & states
- ✓ Scalable design system

### SELECTION CARDS



### PROGRESS & STEPS



### TOGGLE



### GOAL CARDS



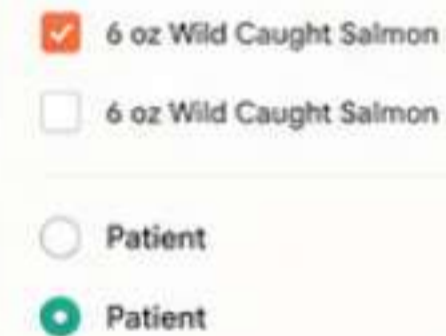
### BUTTONS & STATES



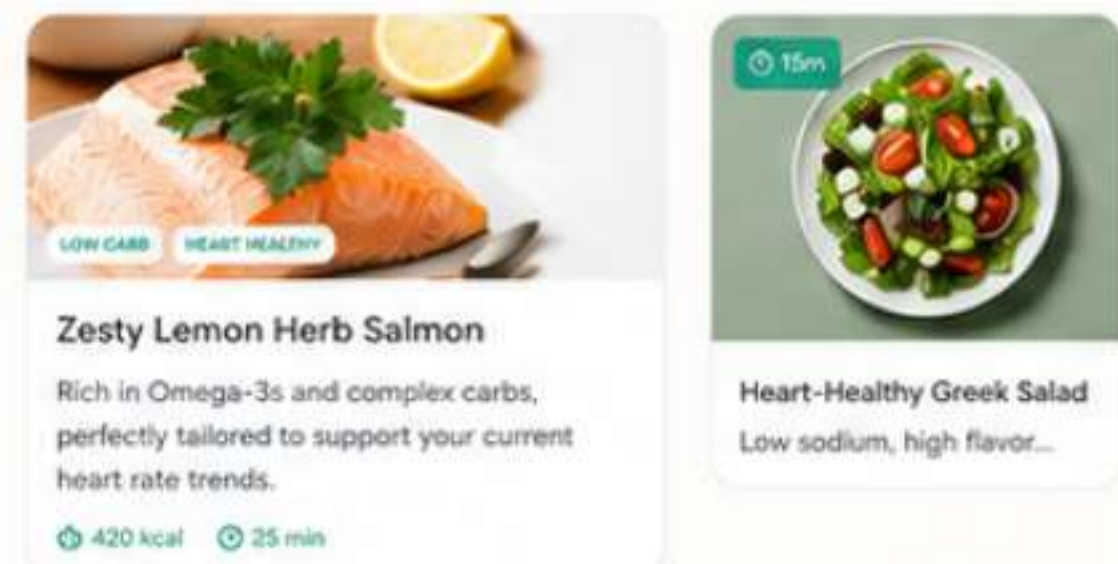
### CHIPS & TAGS



### CHECKBOX / RADIO



### MEAL / FOOD CARDS



### STATS / INFO CARDS



### ICON NAV / ACTIONS



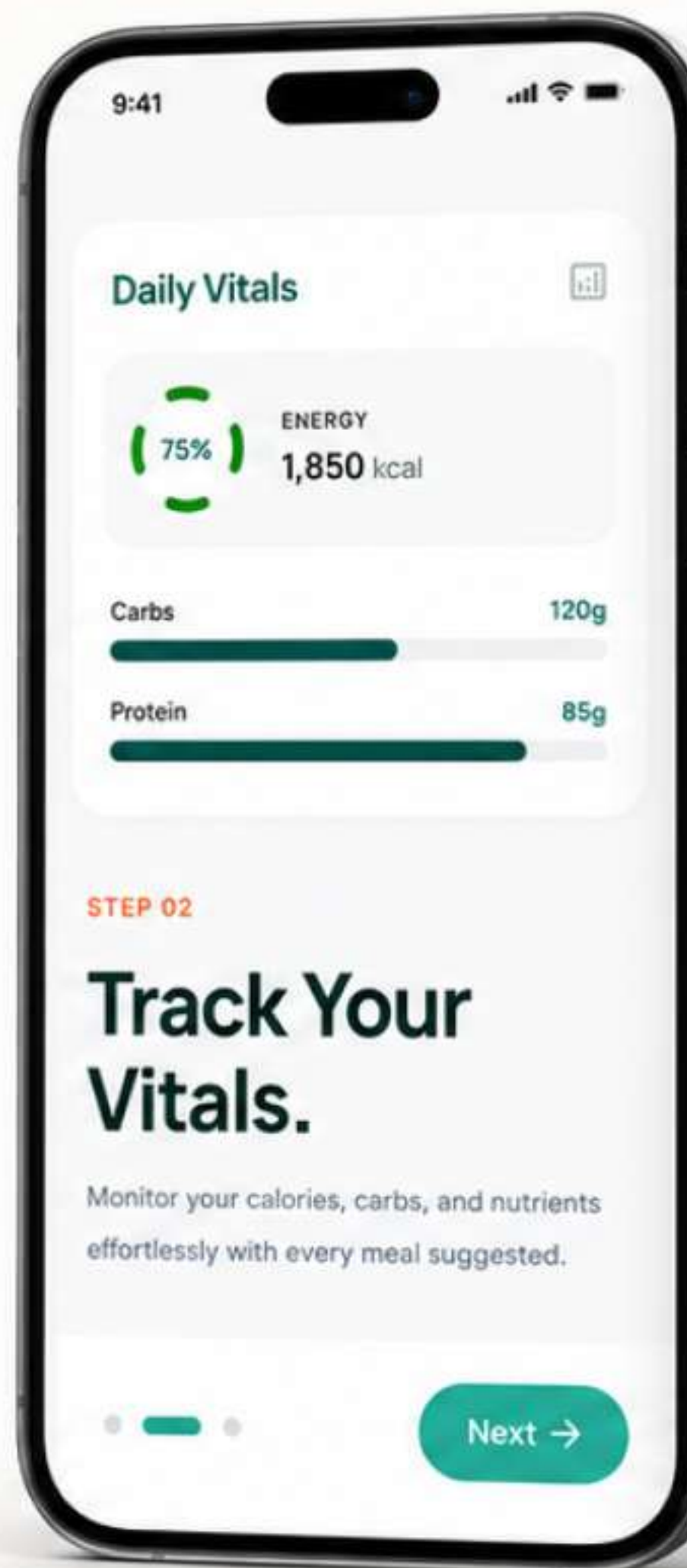
### NAVIGATION / TAB BARS



# High-Fidelity Screens

Bringing Rafiq to Life through thoughtful, polished, and human-centered visual design.

A polished visual system crafted to make the health journey feel clear, warm, and engaging.



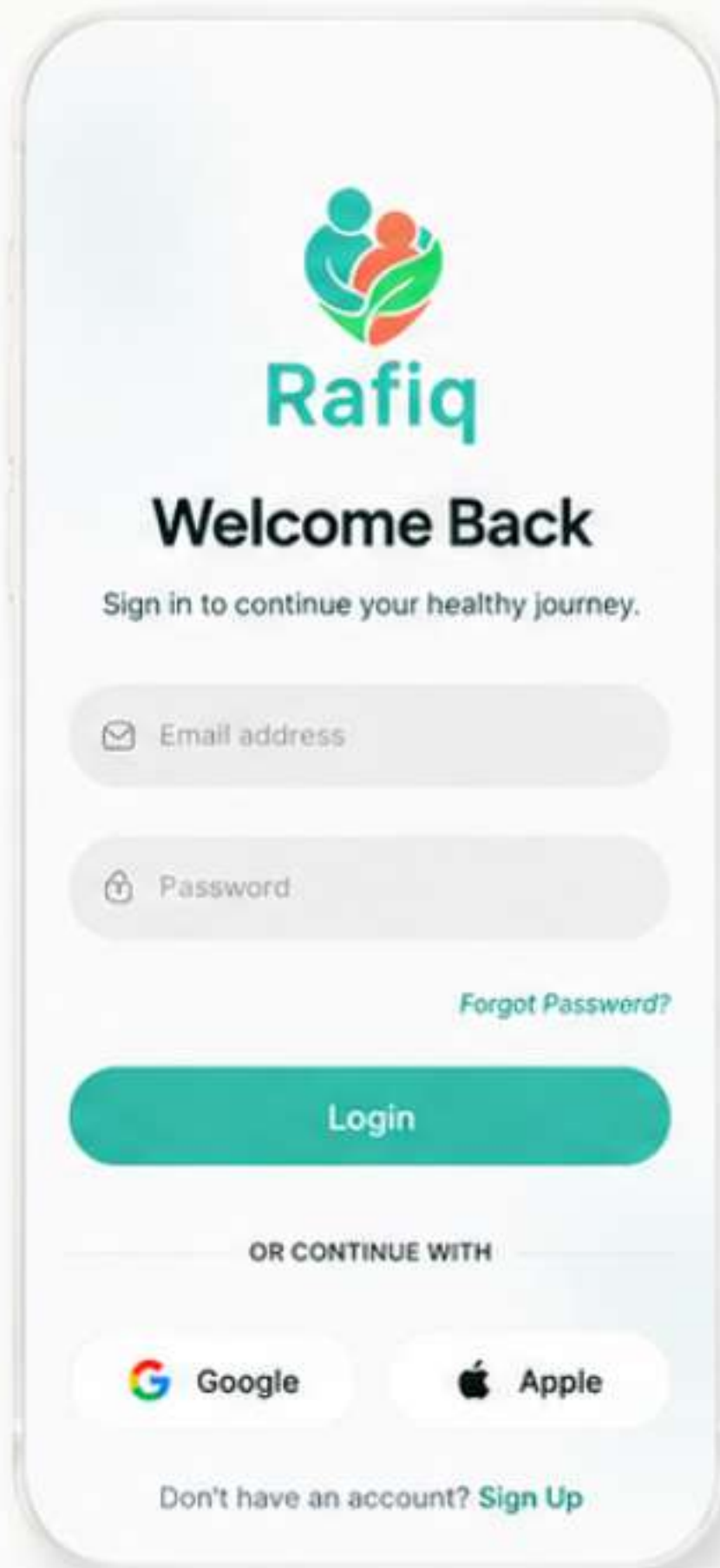
# First Steps **with** Rafiq



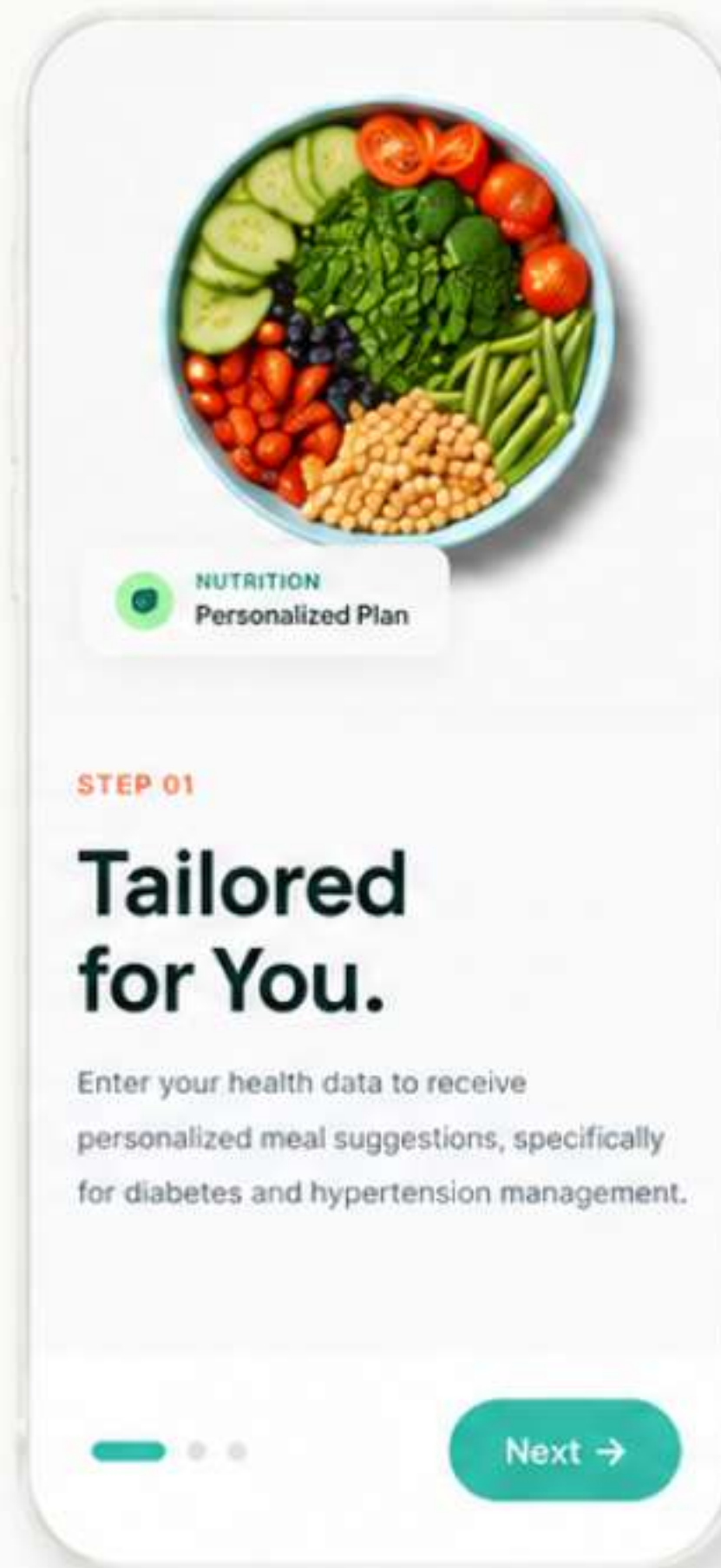
Splash



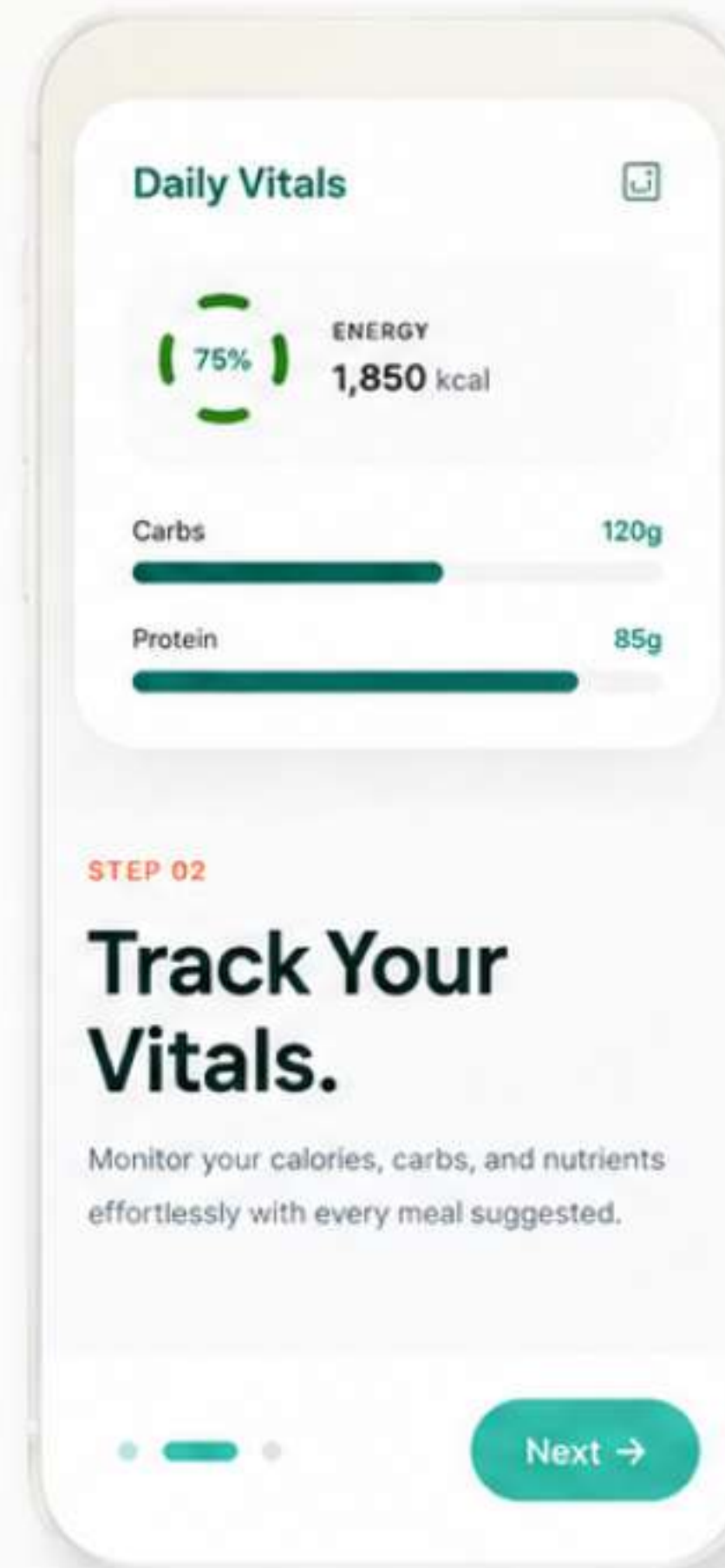
Login



Onboarding 01



Onboarding 02



Onboarding 03

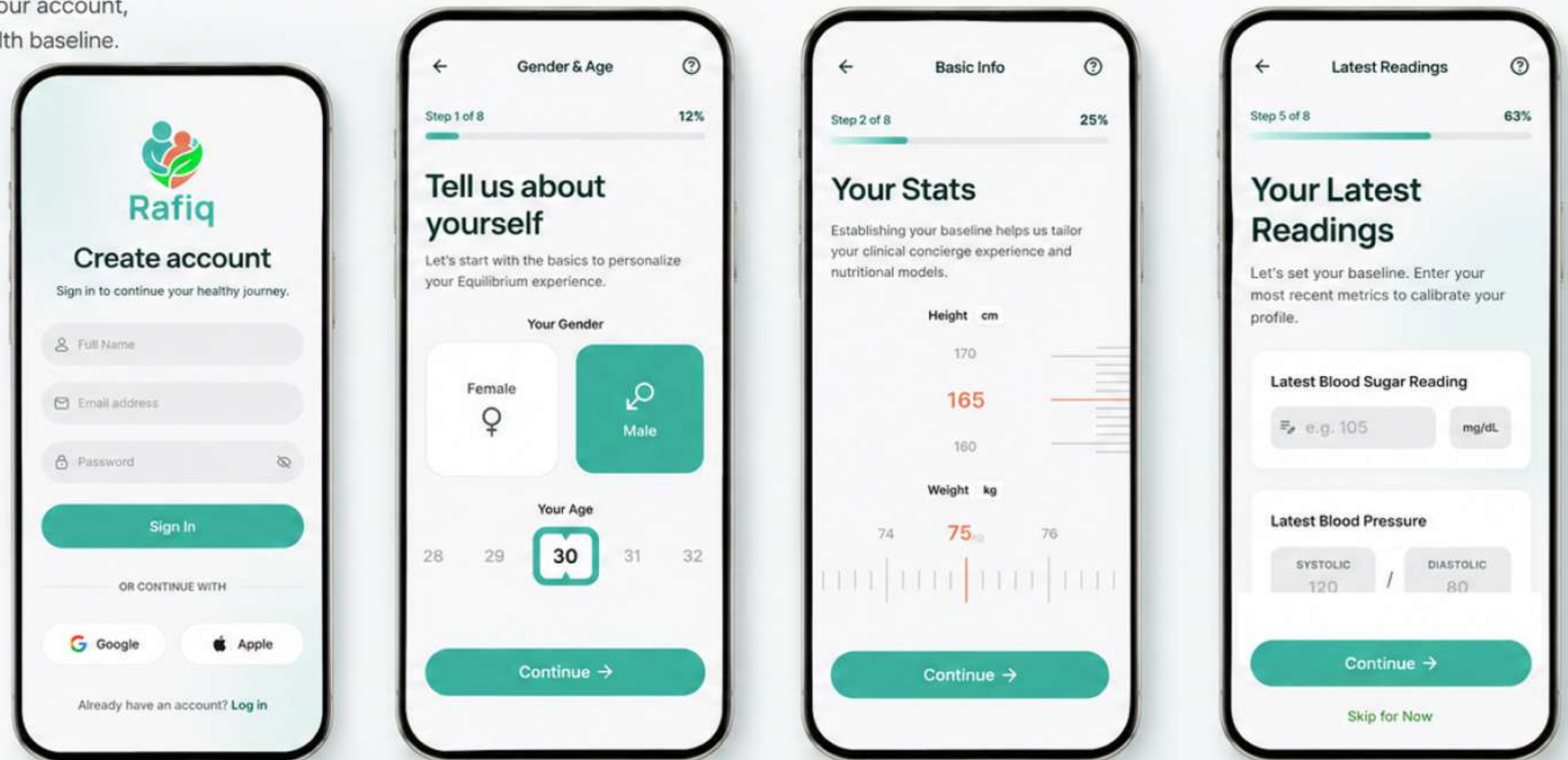


# Personalized from the very first step

A guided onboarding journey to create your account, personalize your profile, and set your health baseline.

## Onboarding & Profile Setup

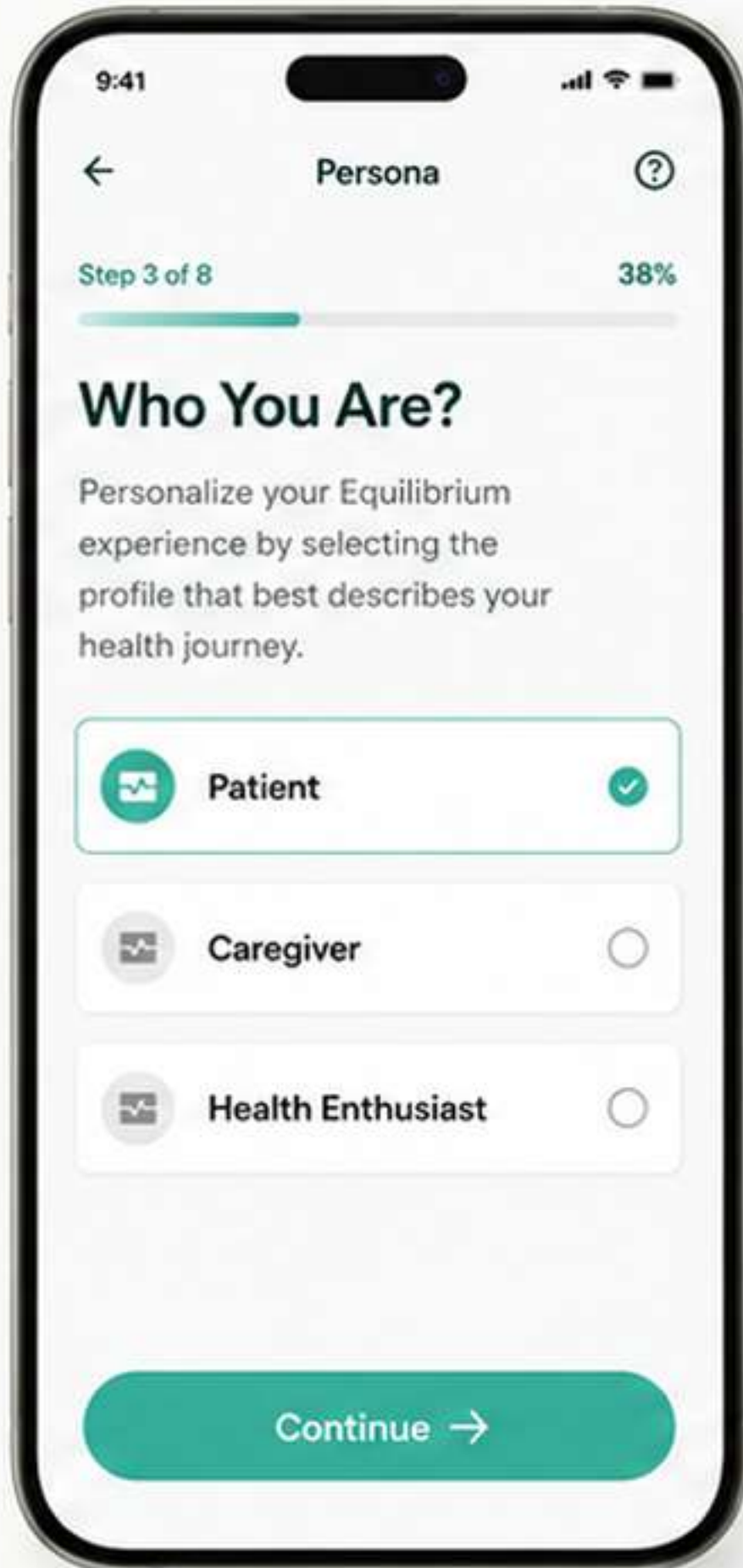
Four simple steps to personalize your experience and unlock smarter, healthier insights.



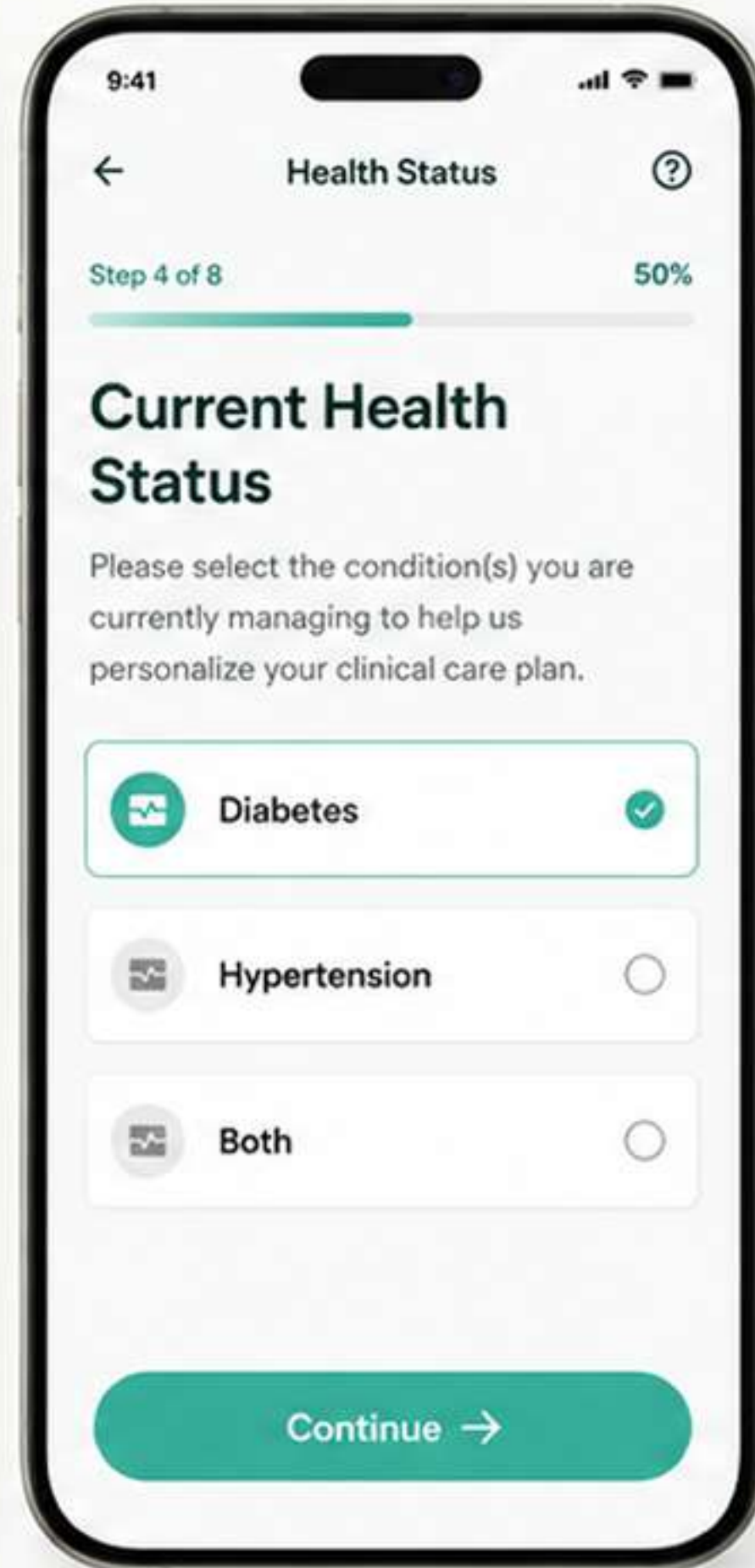
- 1 Create Account
- 2 Gender & Age
- 3 Basic Info
- 4 Latest Readings

# Personalized Onboarding Flow

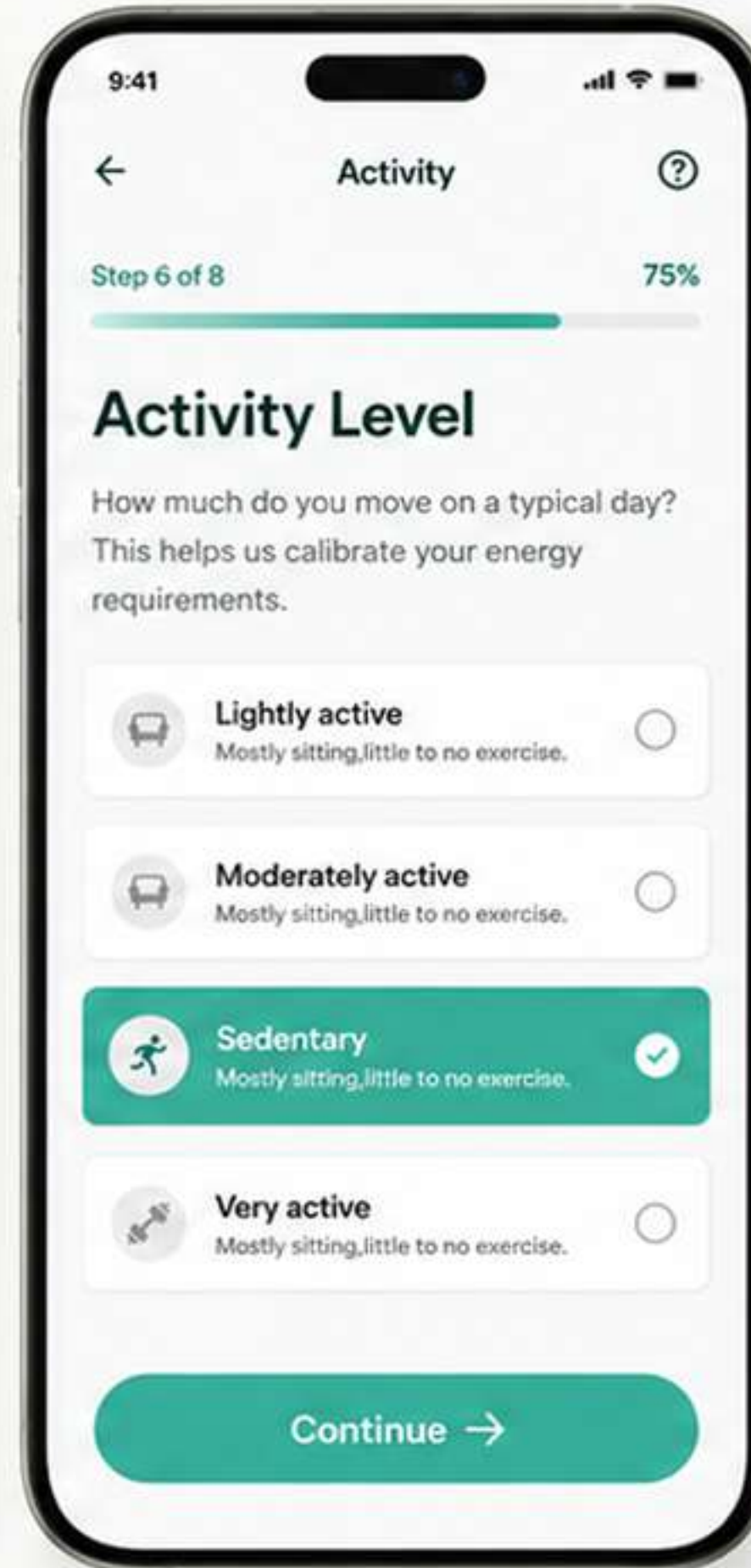
A step-by-step setup experience tailored to each user's health journey.



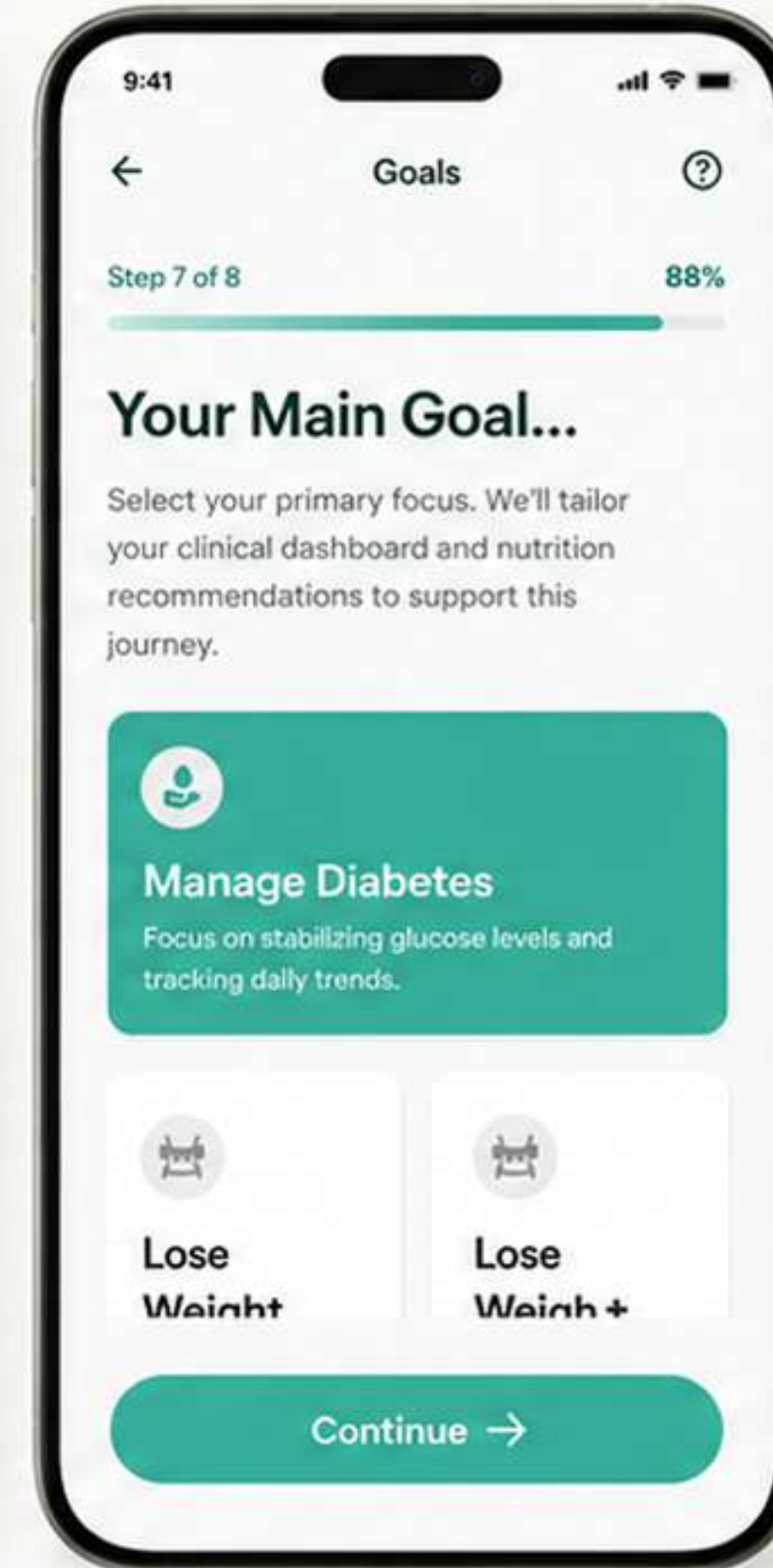
Persona



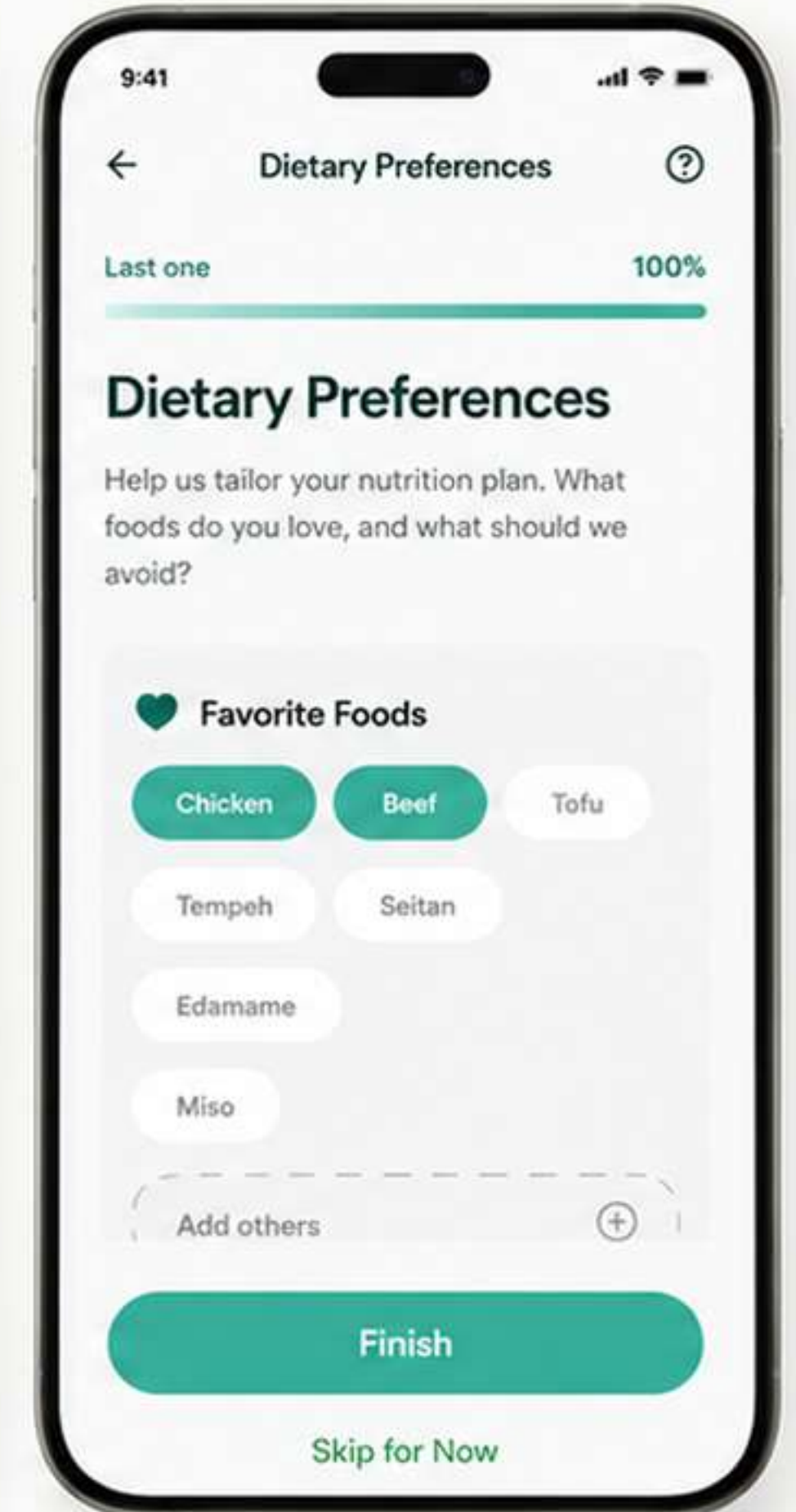
Health Status



Activity Level

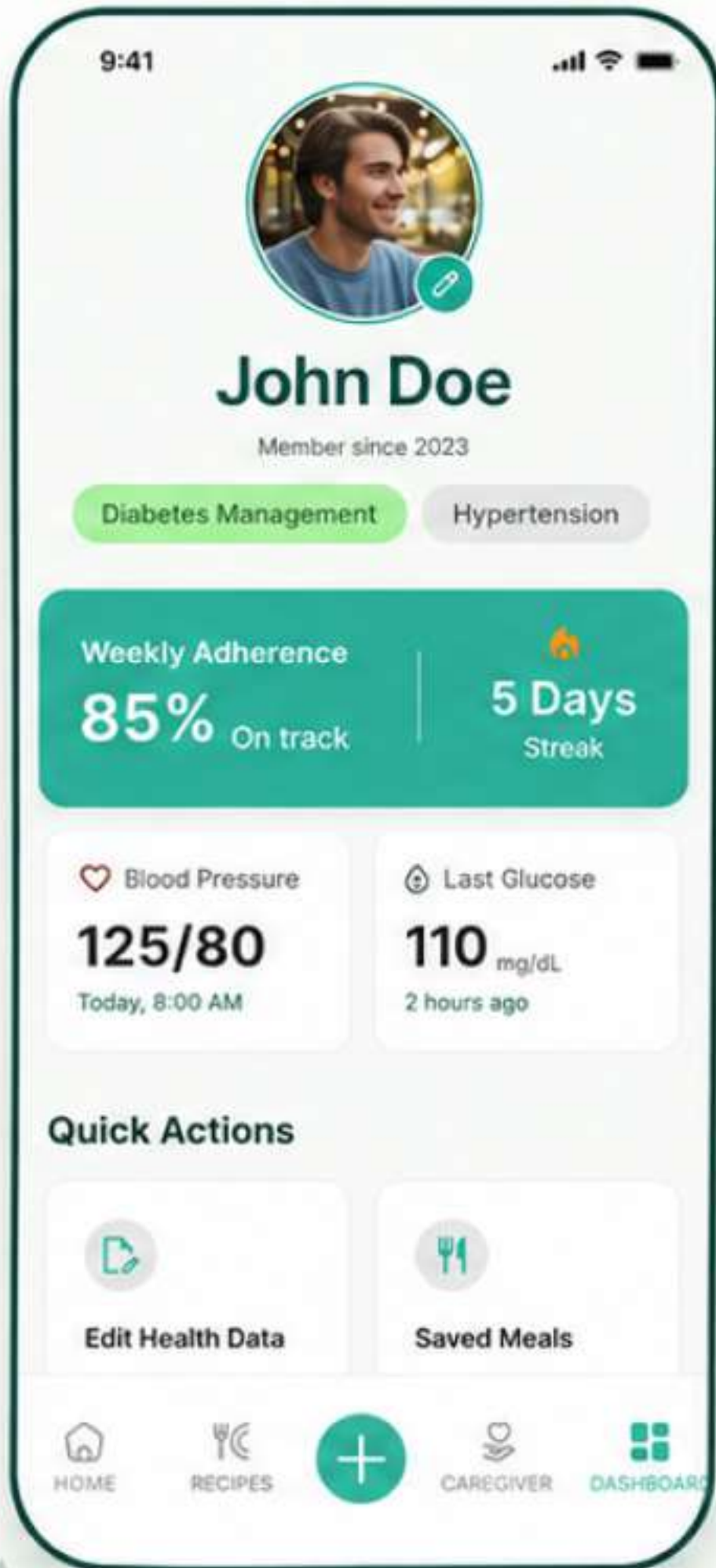


Main Goal

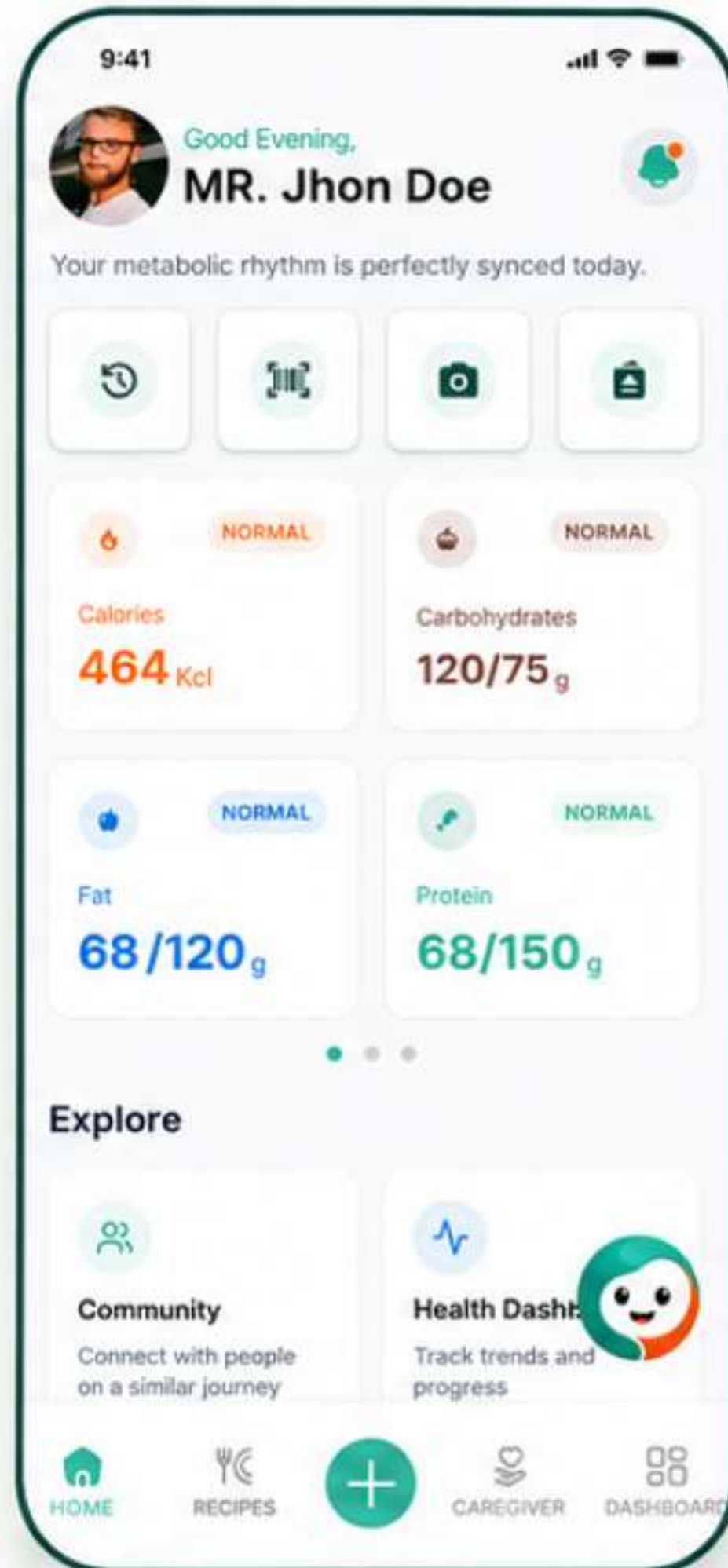


Dietary Preferences

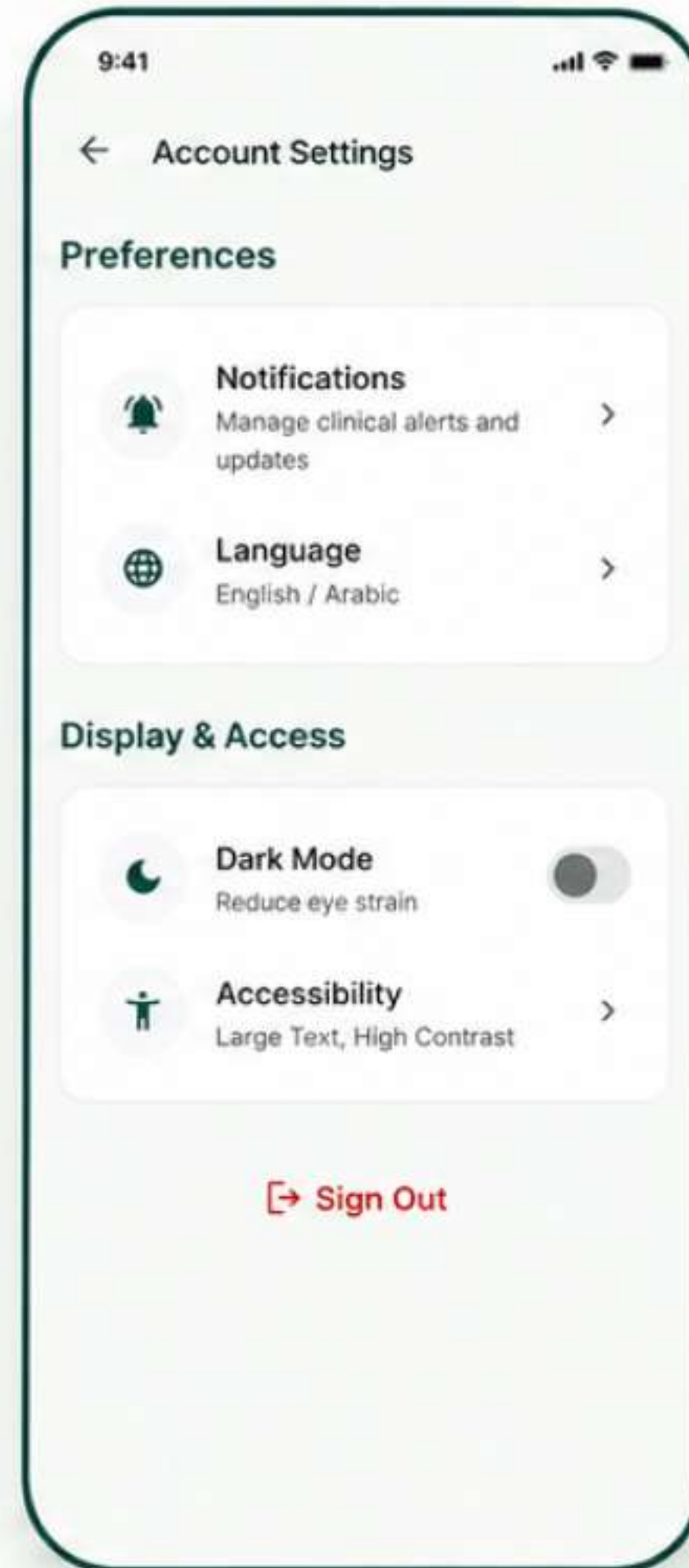
# Core App Experience



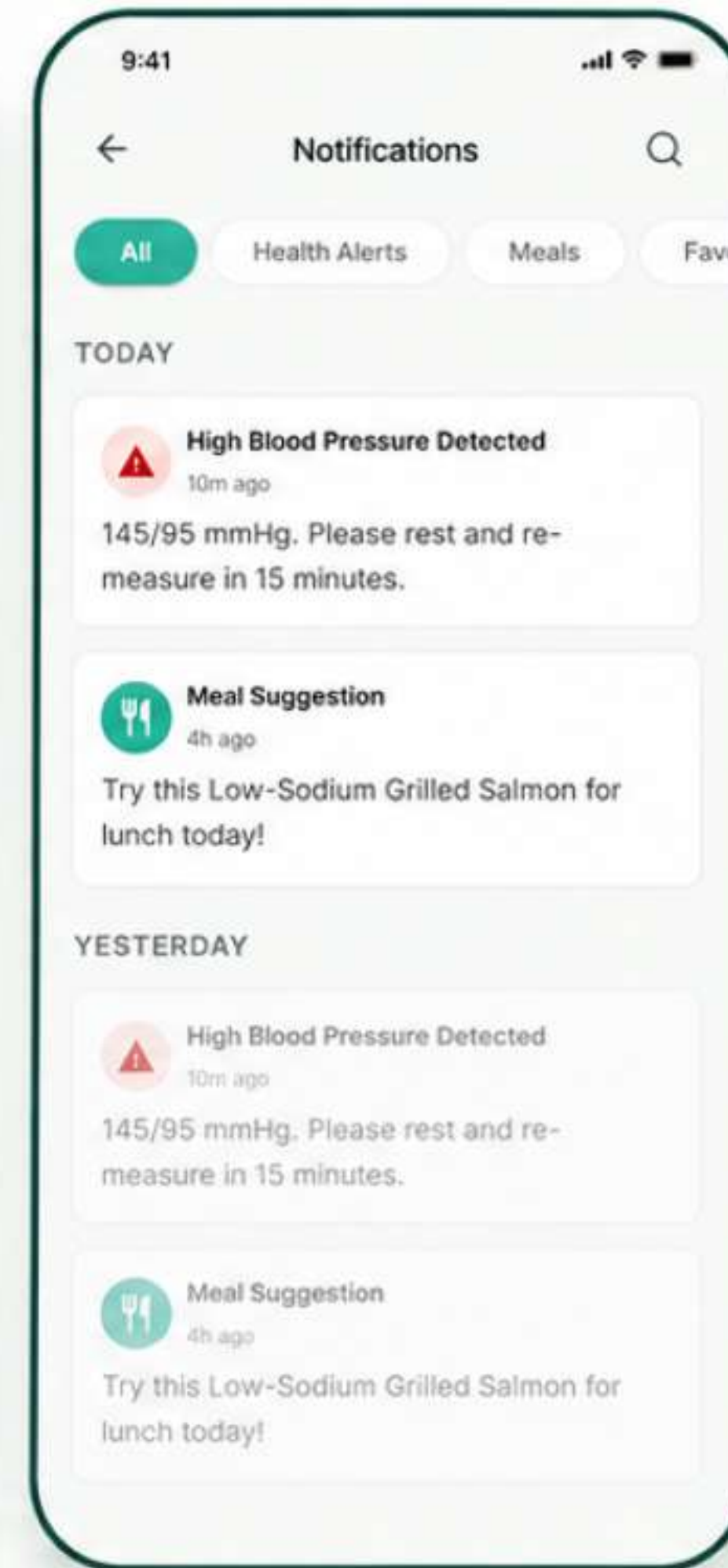
Profile



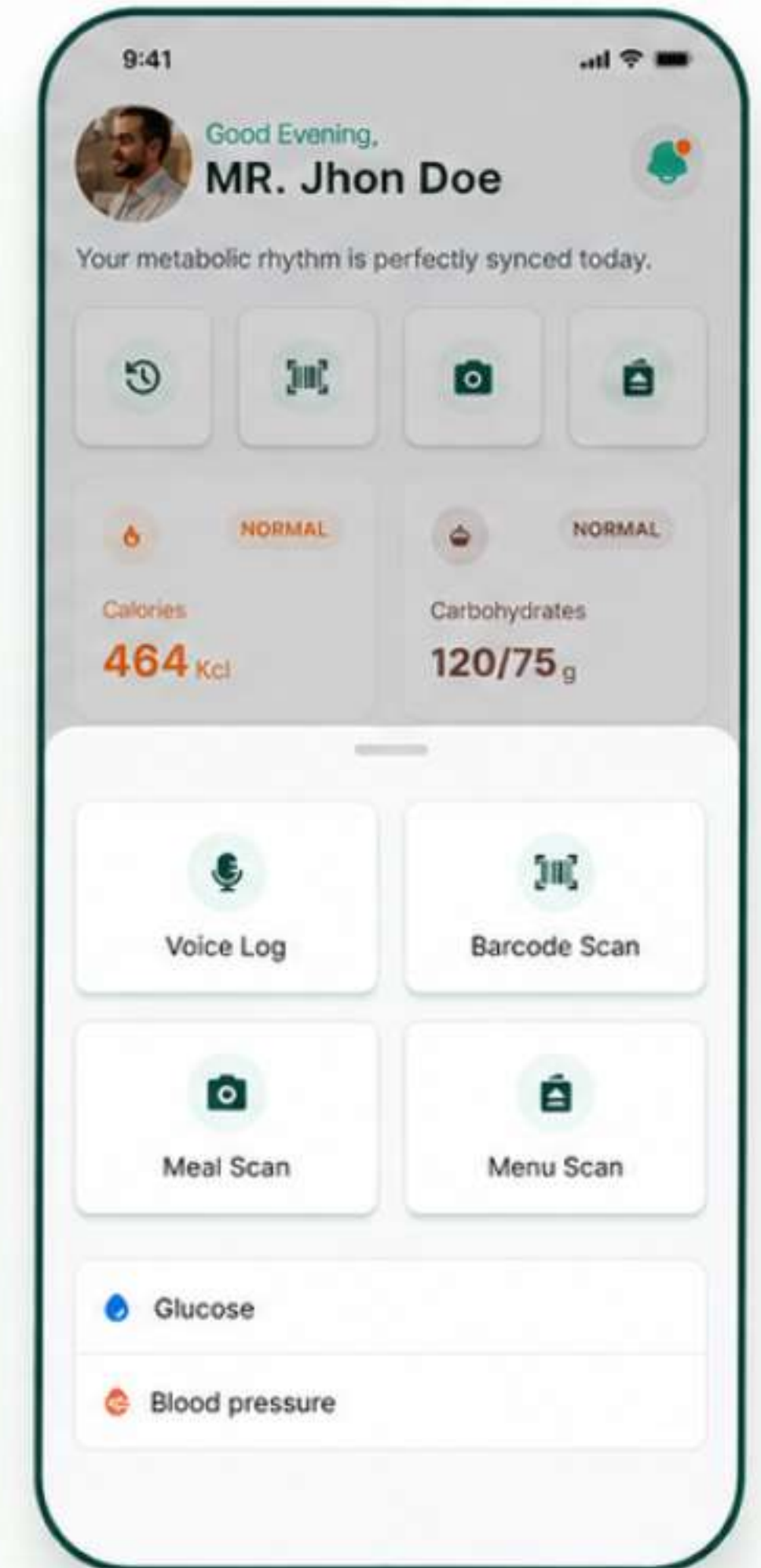
Home



Account Settings



Notifications



Quick Actions

# Intelligent Health AI Guidance

From smart meal recognition to contextual AI support, Rafiq guides every health decision with clarity and care.

**AI Meal Scan**  
Capture and analyze meals instantly.

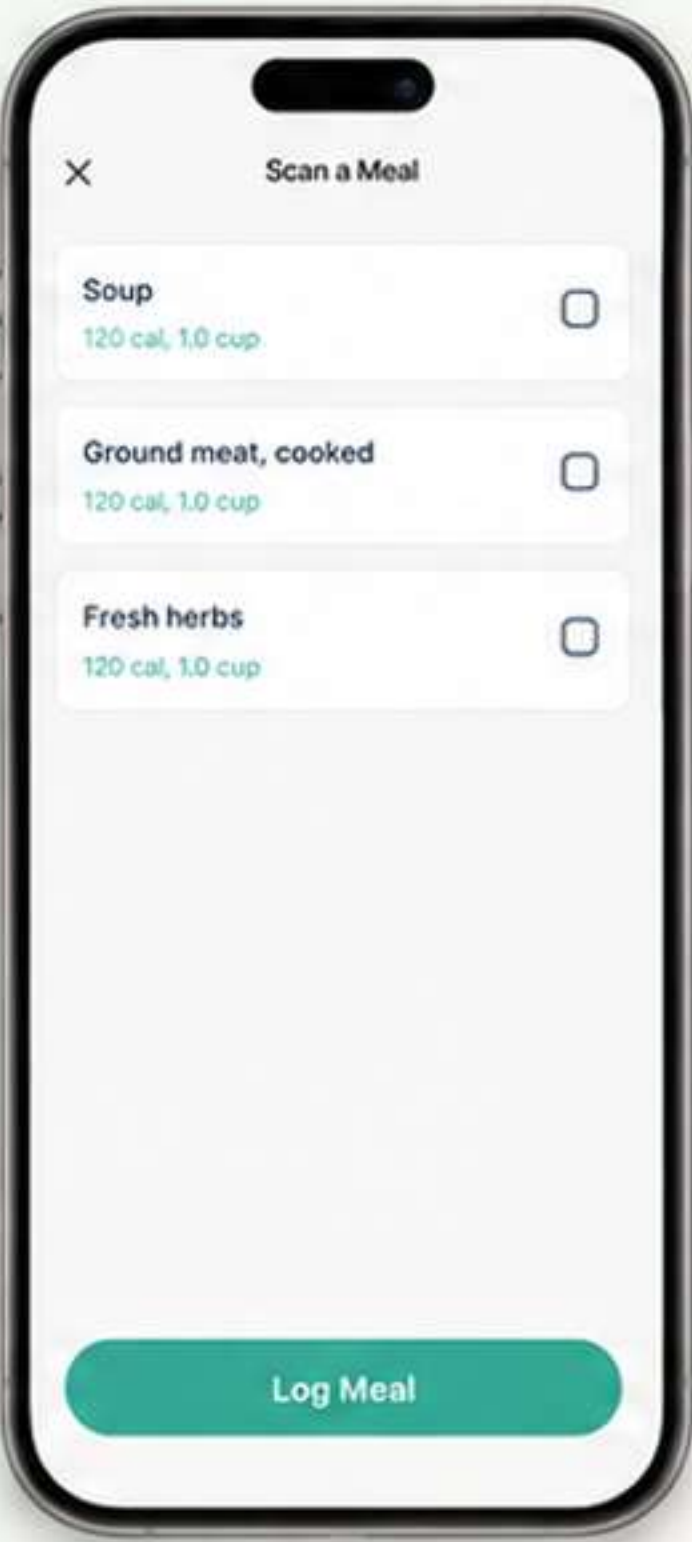
**Nutrition Detection**  
AI identifies food and breaks down key nutrition for you.

**Smart Assistant**  
Your clinical concierge AI, available anytime.

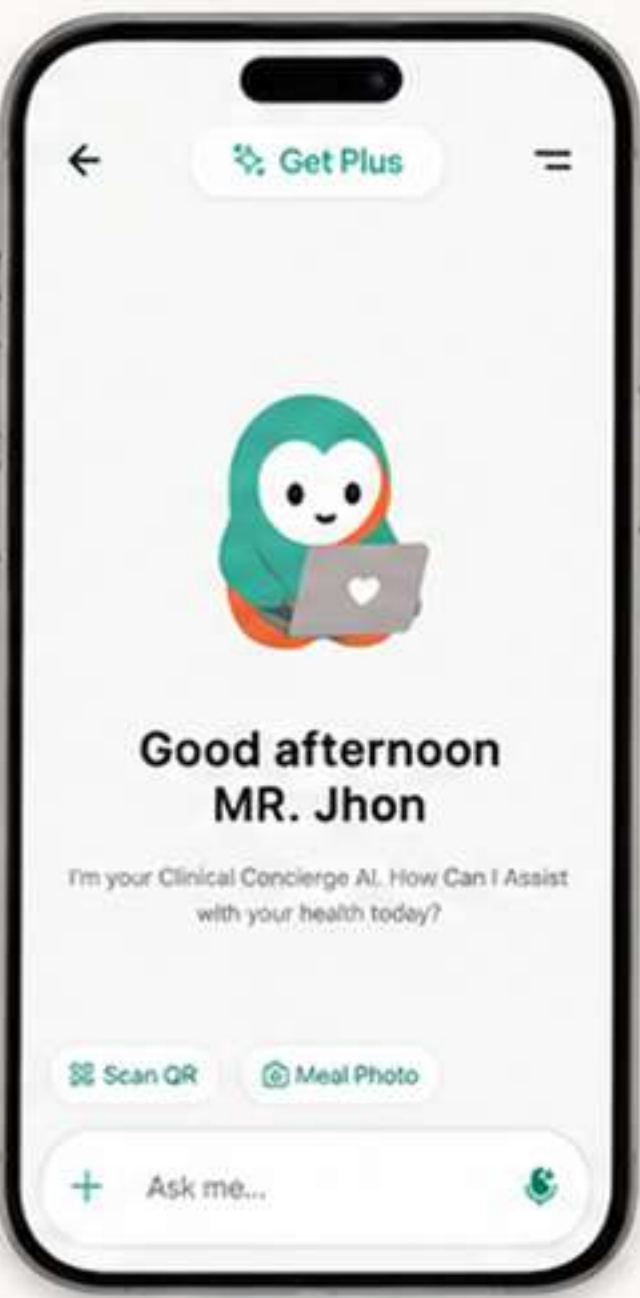
**Health Support**  
Contextual conversations and proactive guidance for better decisions.



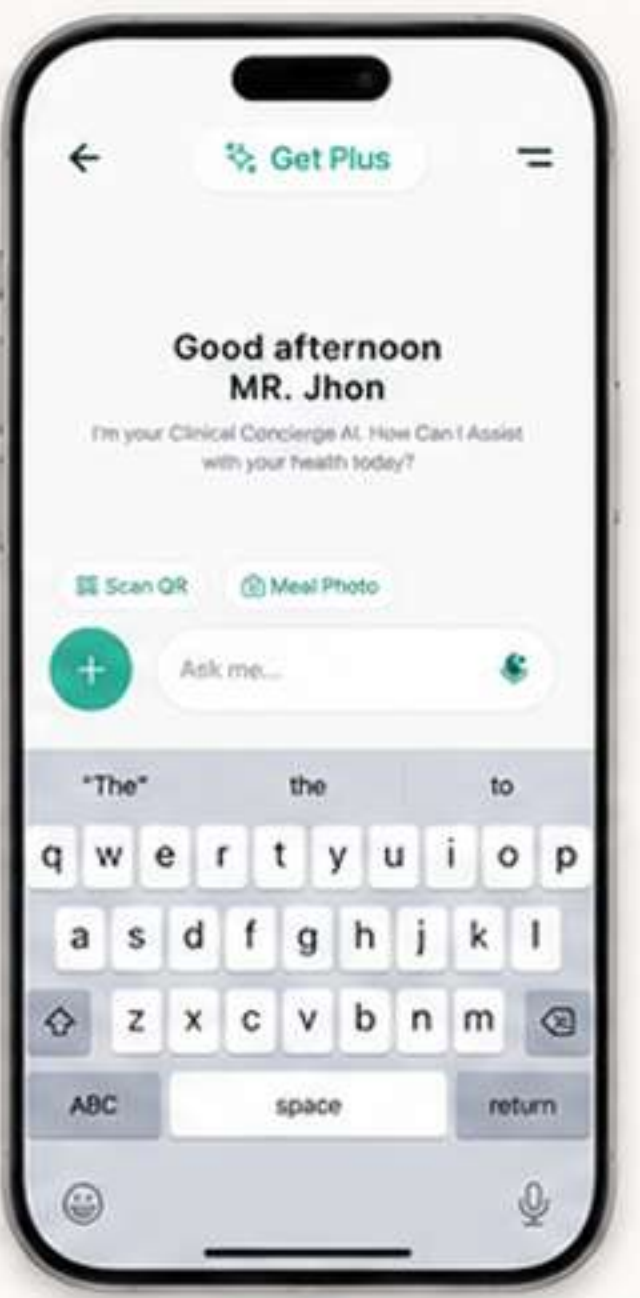
AI Identify



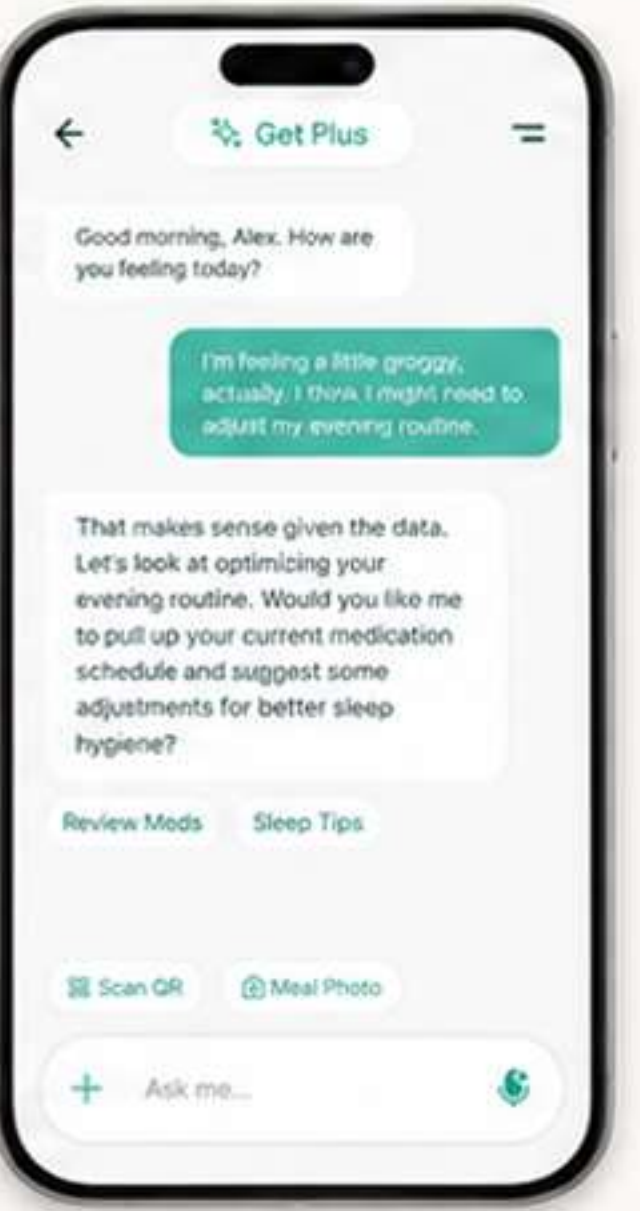
Scan a Meal



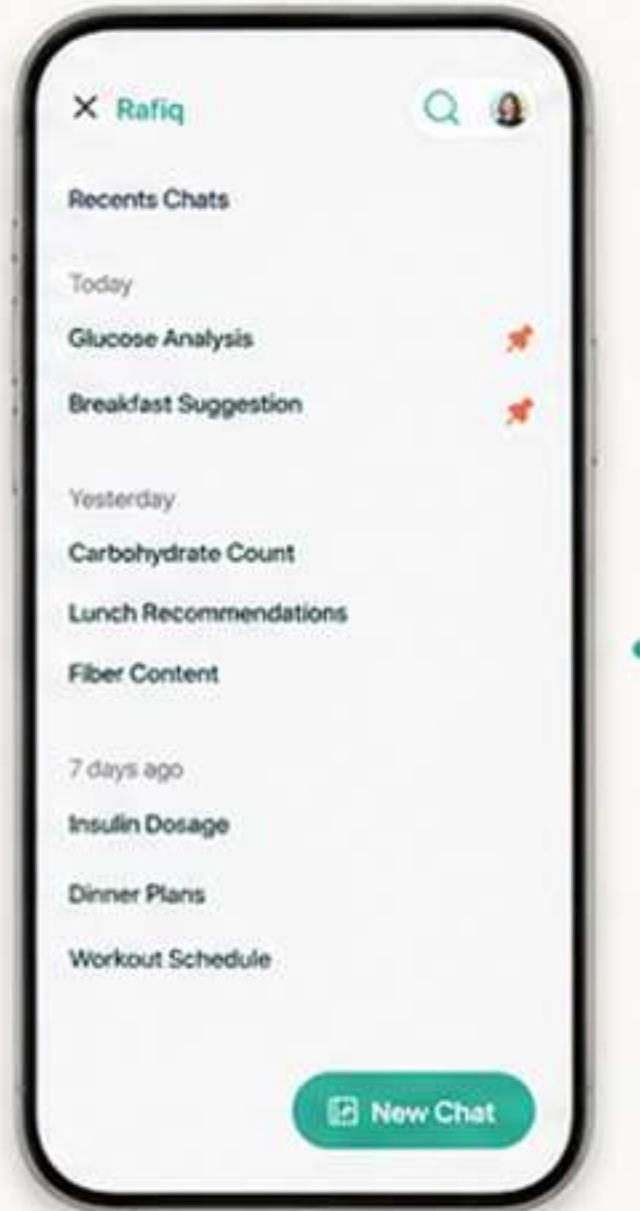
Concierge Intro



Ask Rafiq



AI Chat



Recent Chats

Secure. Personal. Always by your side.



# Recipe Discovery Experience

Helping users browse personalized recipes, refine search results, and review each meal with confidence.



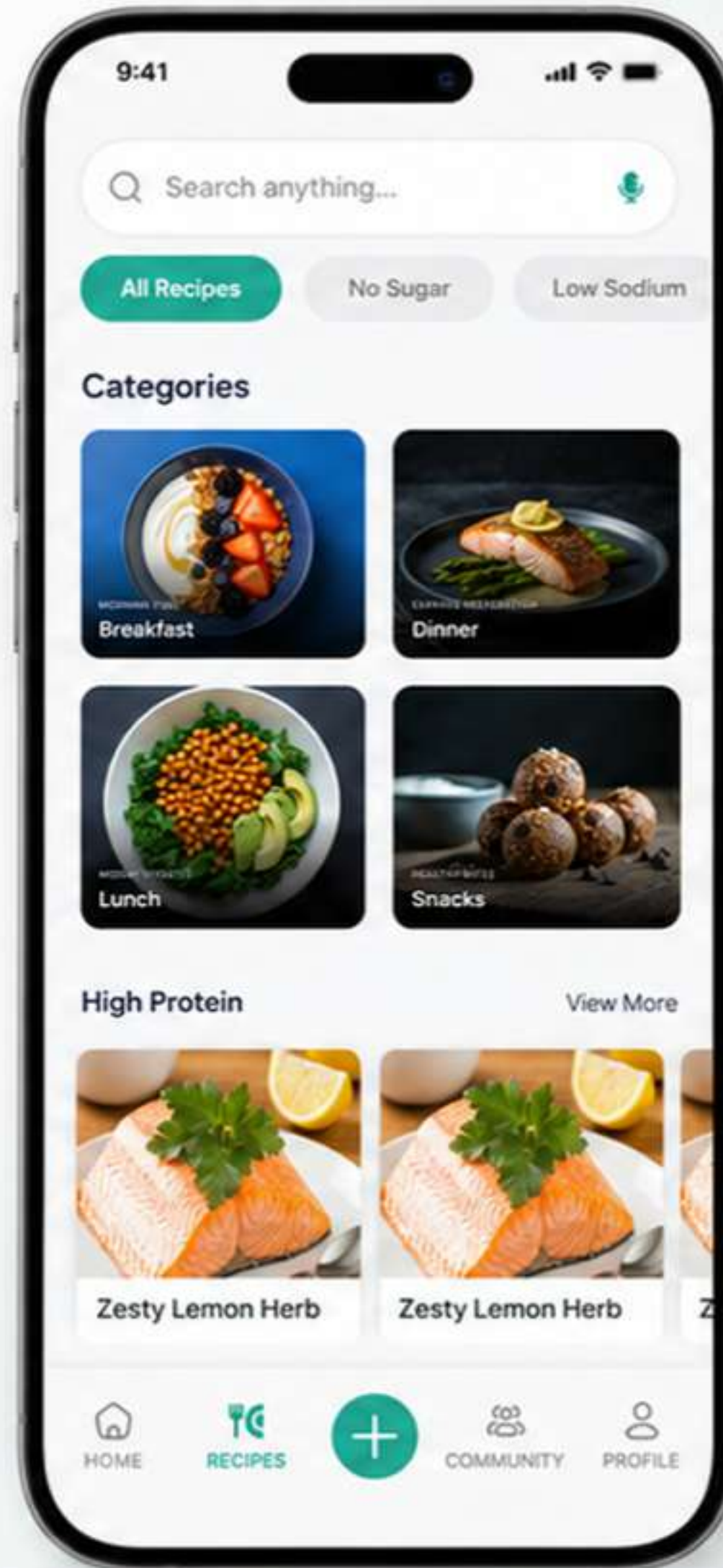
Browse curated meal categories



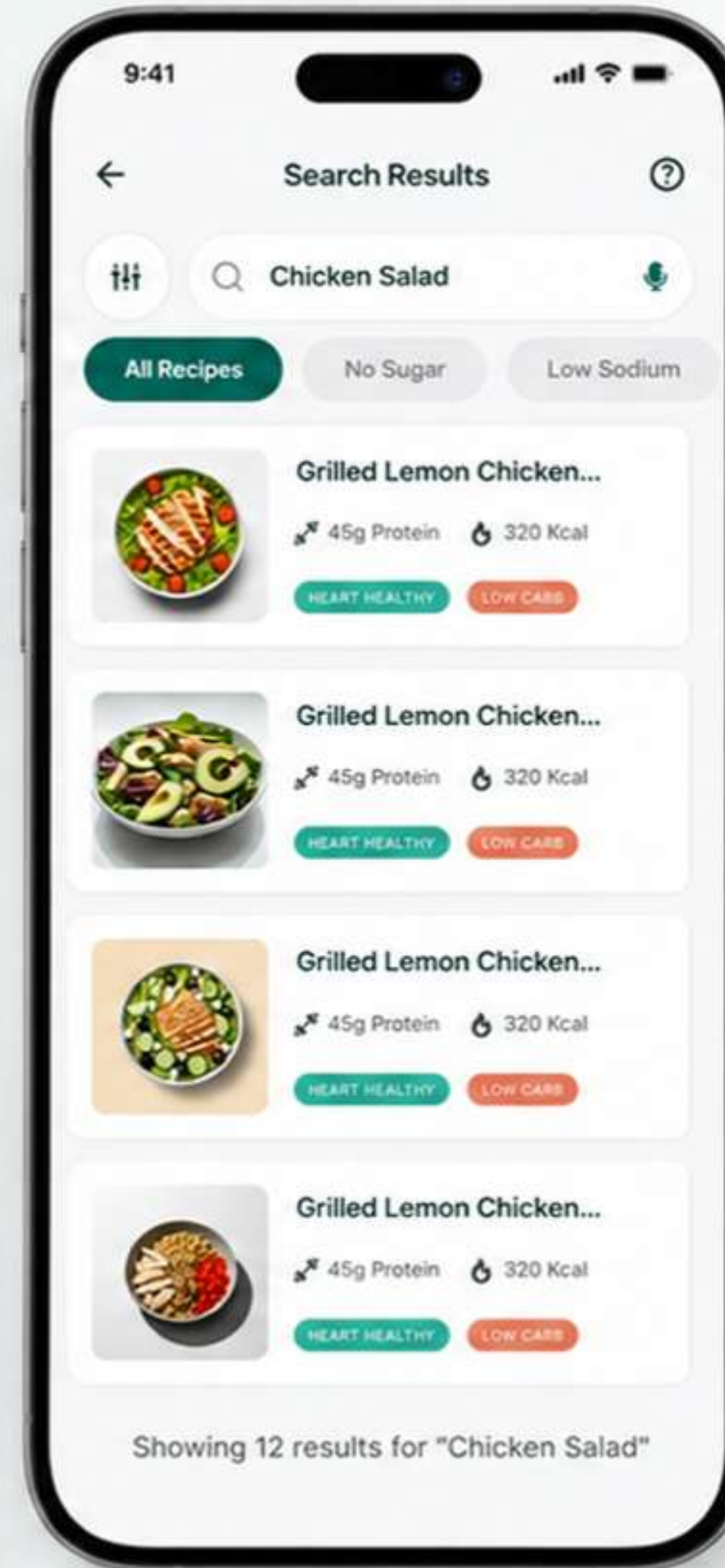
Filter and search healthier options



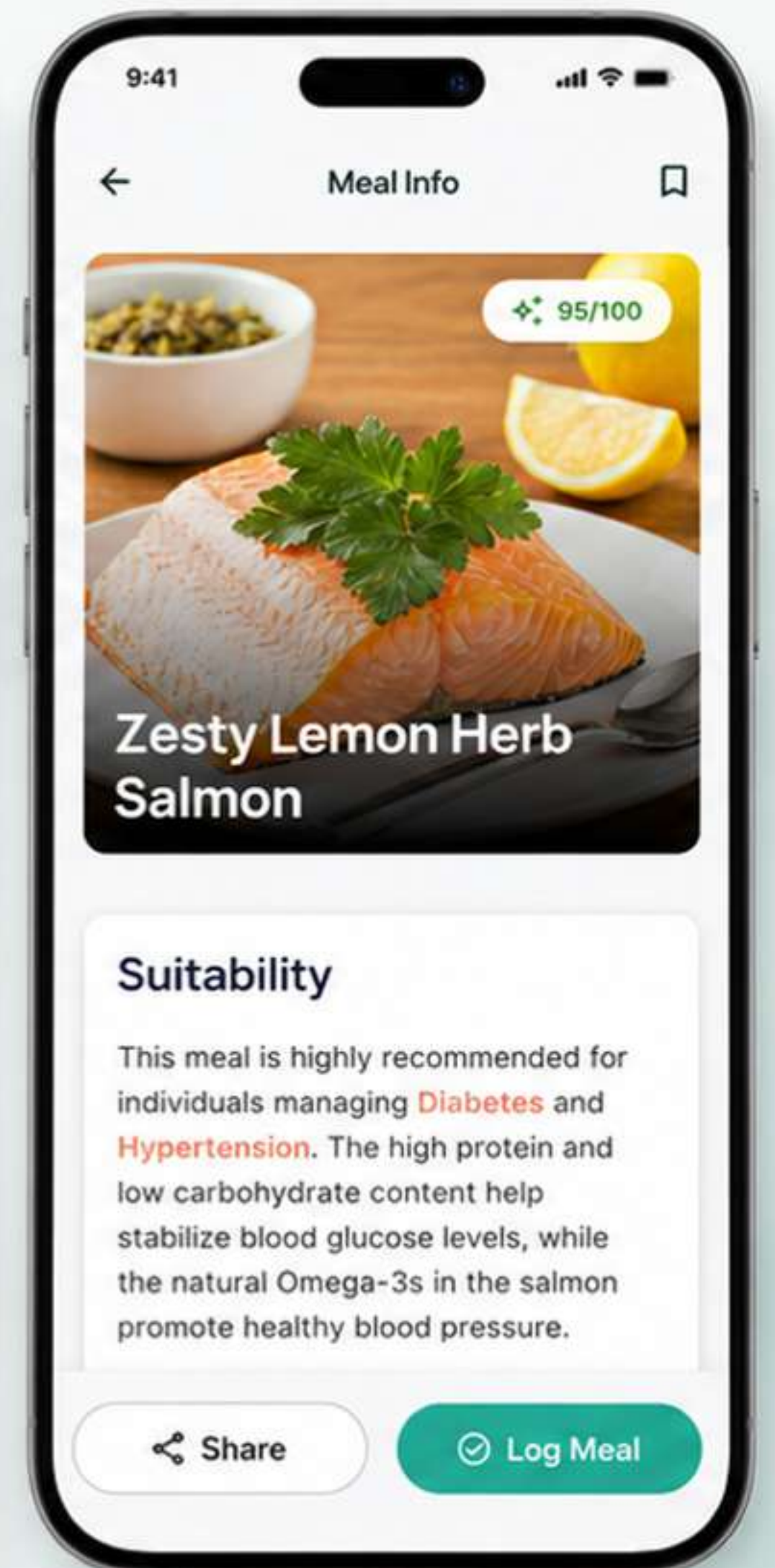
Review suitability before logging meals



Recipe Discovery



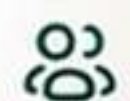
Search Results



Meal Info

# Community & Sharing

Encouraging users to share meals, discover inspiration, and engage with a health-focused community.



Share Meals



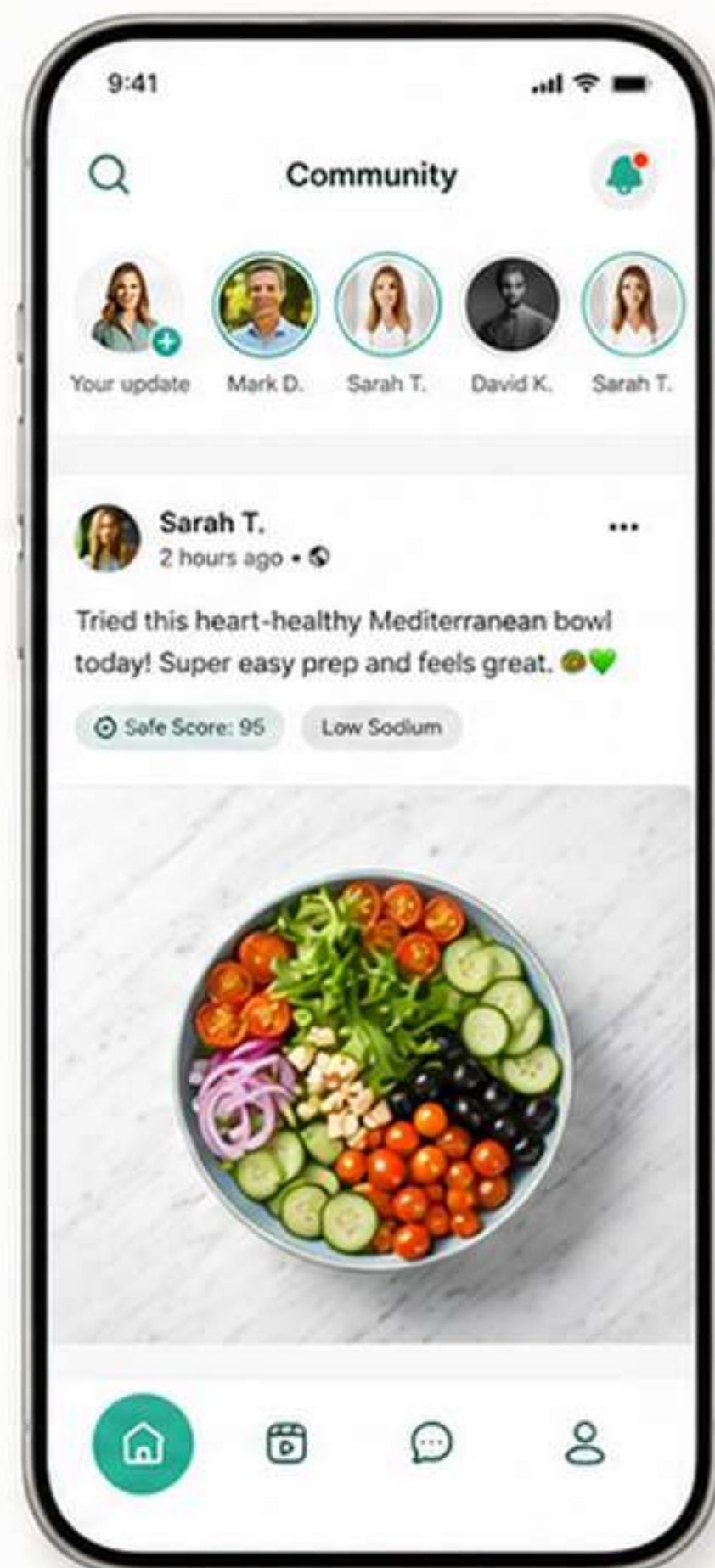
Inspire Others



Build Healthy Habits



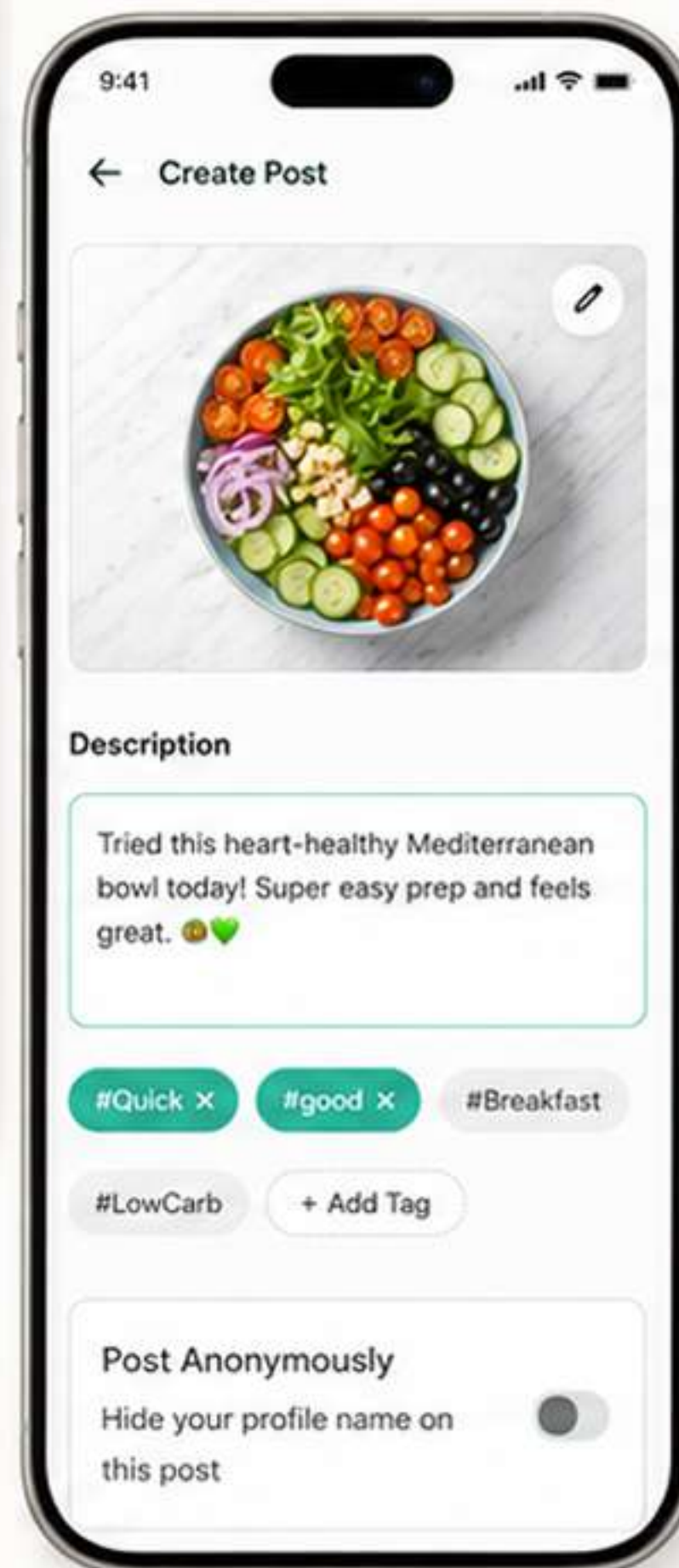
Community Support



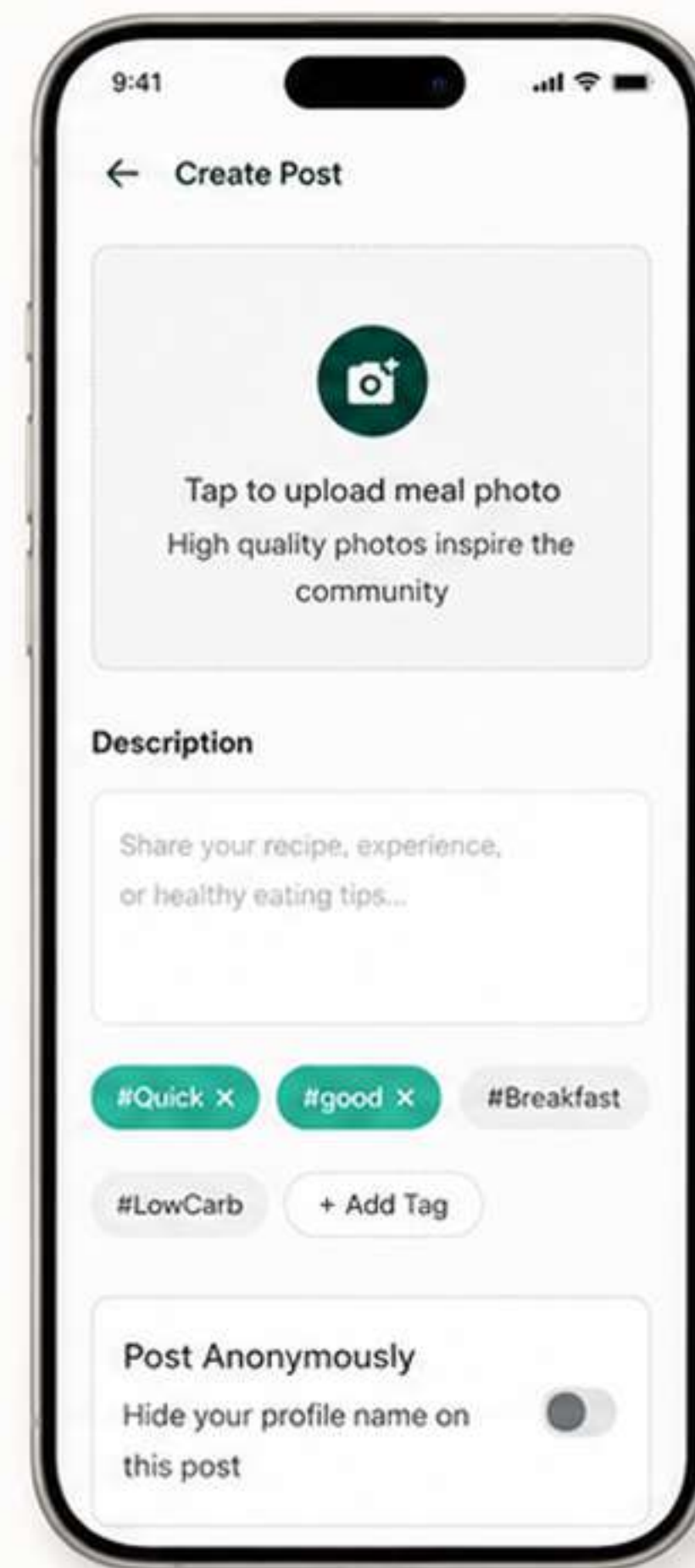
Community Feed



For You Feed



Post Composer

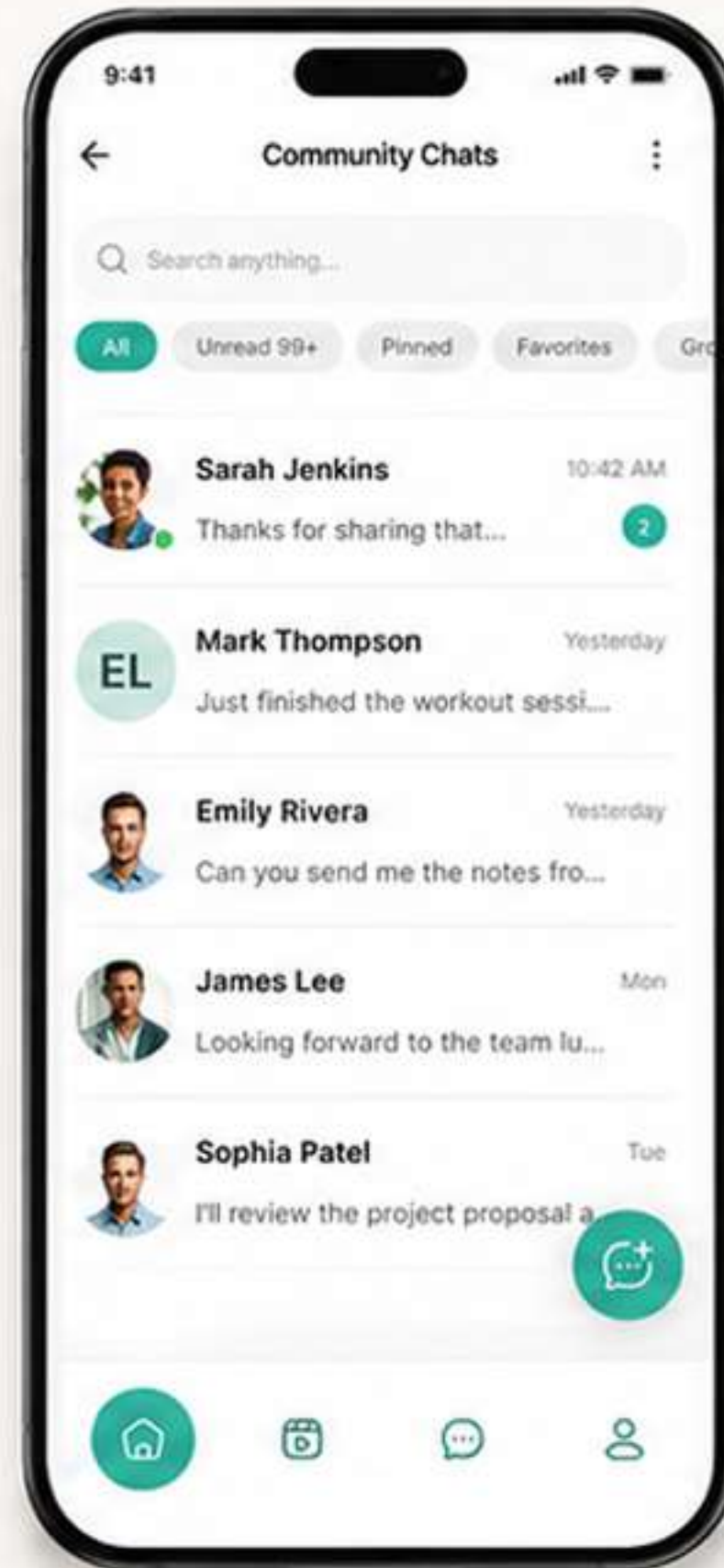


Create Post

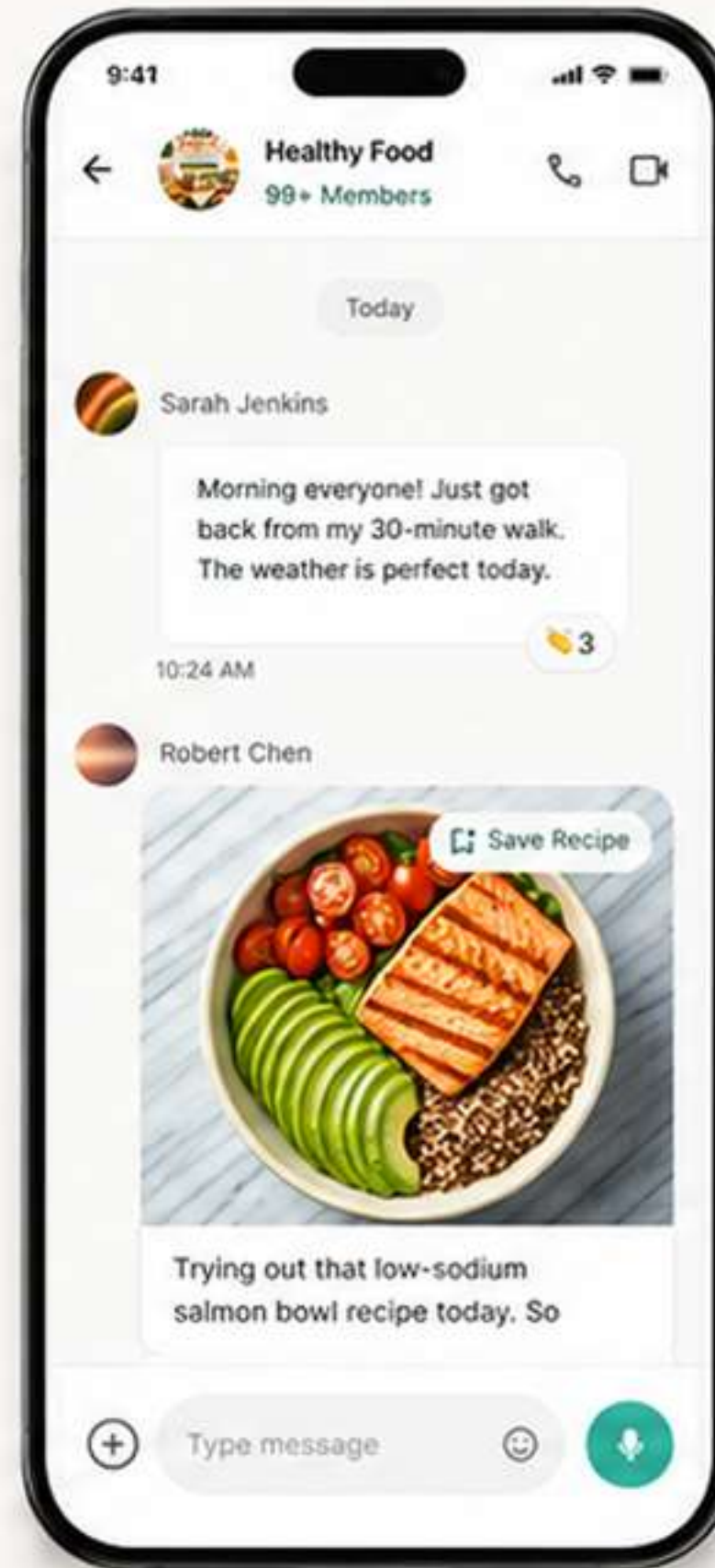


# Connected Care

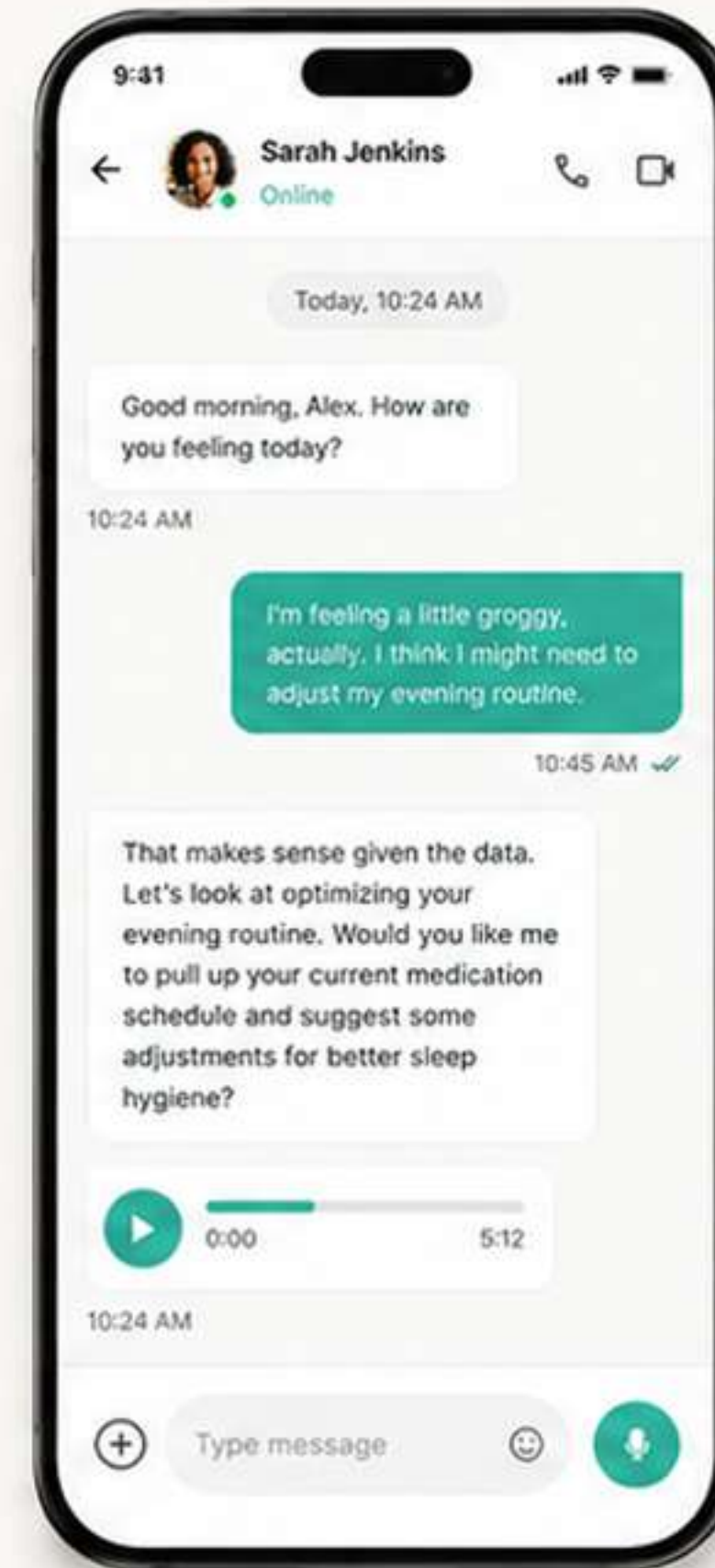
Messaging and group support that keeps users connected, informed, and motivated.



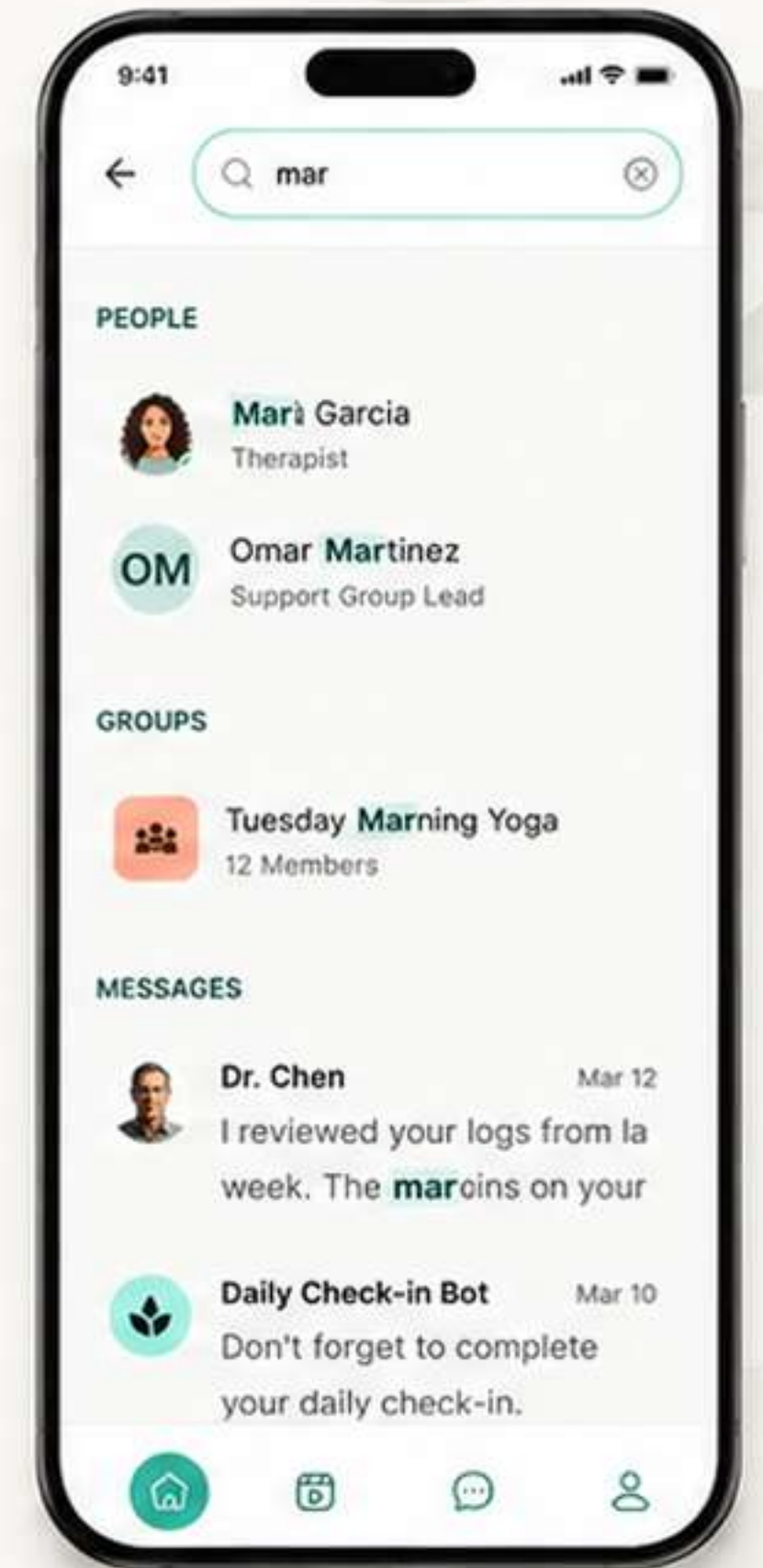
Community Chats



Group Chat



Direct Chat



Search

# Caregiver Support System

Connected care features that keep families and providers informed, coordinated, and ready to respond.



## Emergency SOS access

One tap to call, alert, and broadcast critical vitals.



## Shared care coordination

Manage your care circle and shared care plan in one place.



## Real-time activity updates

Stay informed with live updates and important events.

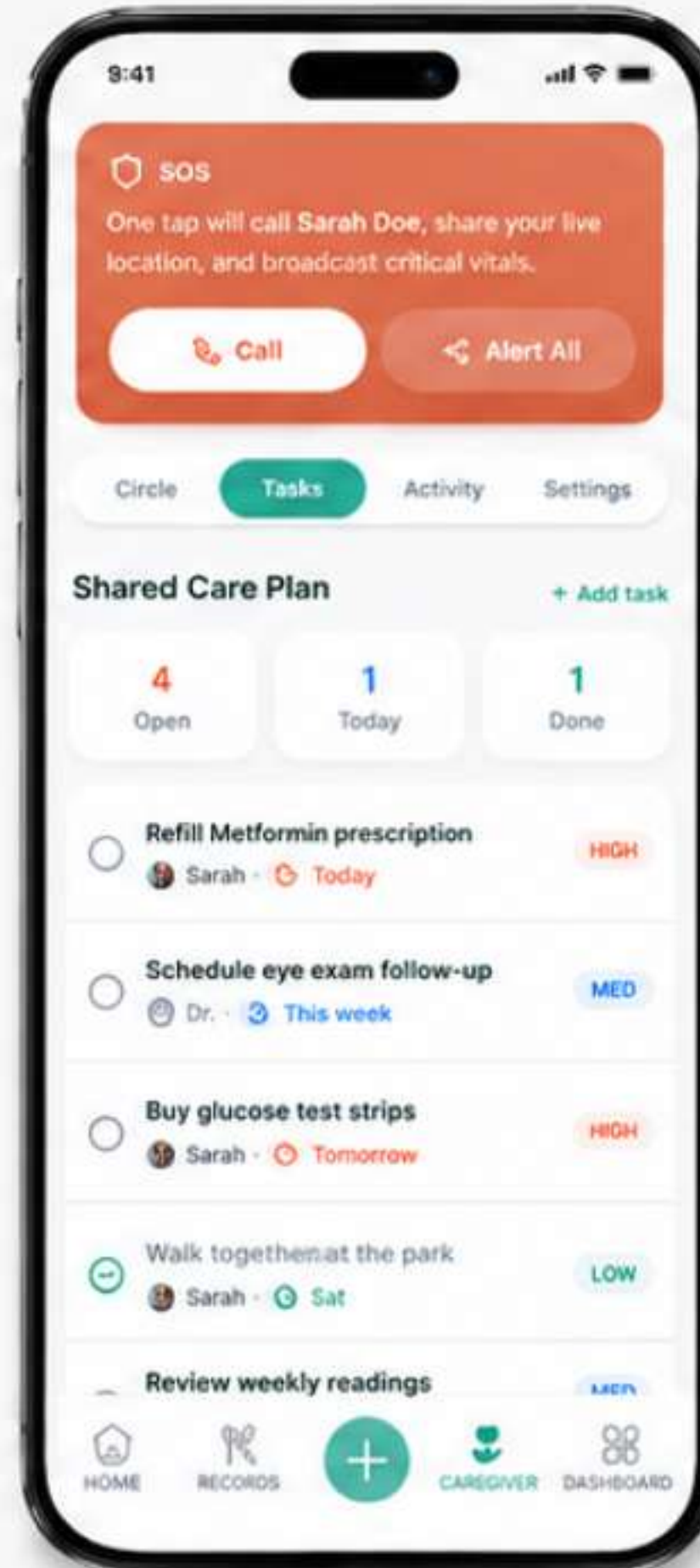


## Smart caregiver controls

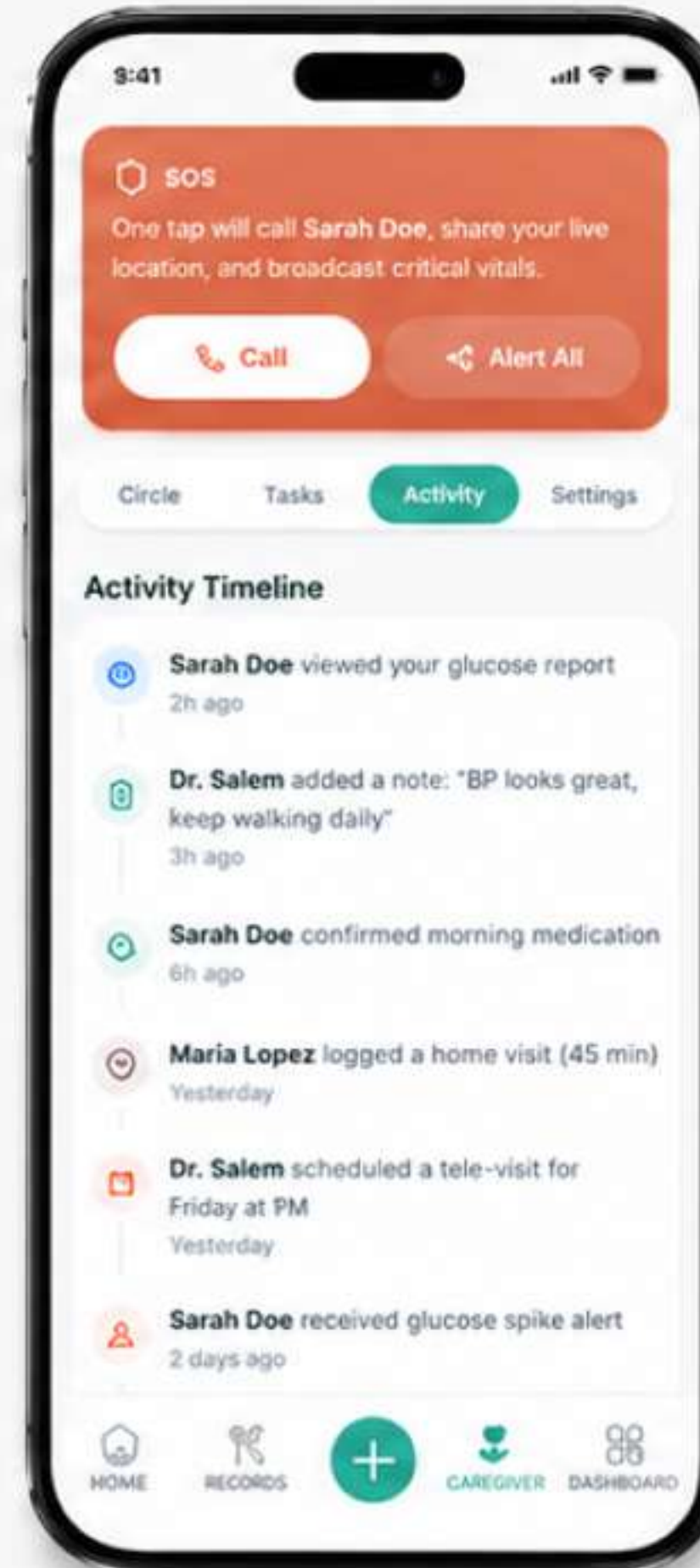
Customize alerts, automation, and sharing preferences.



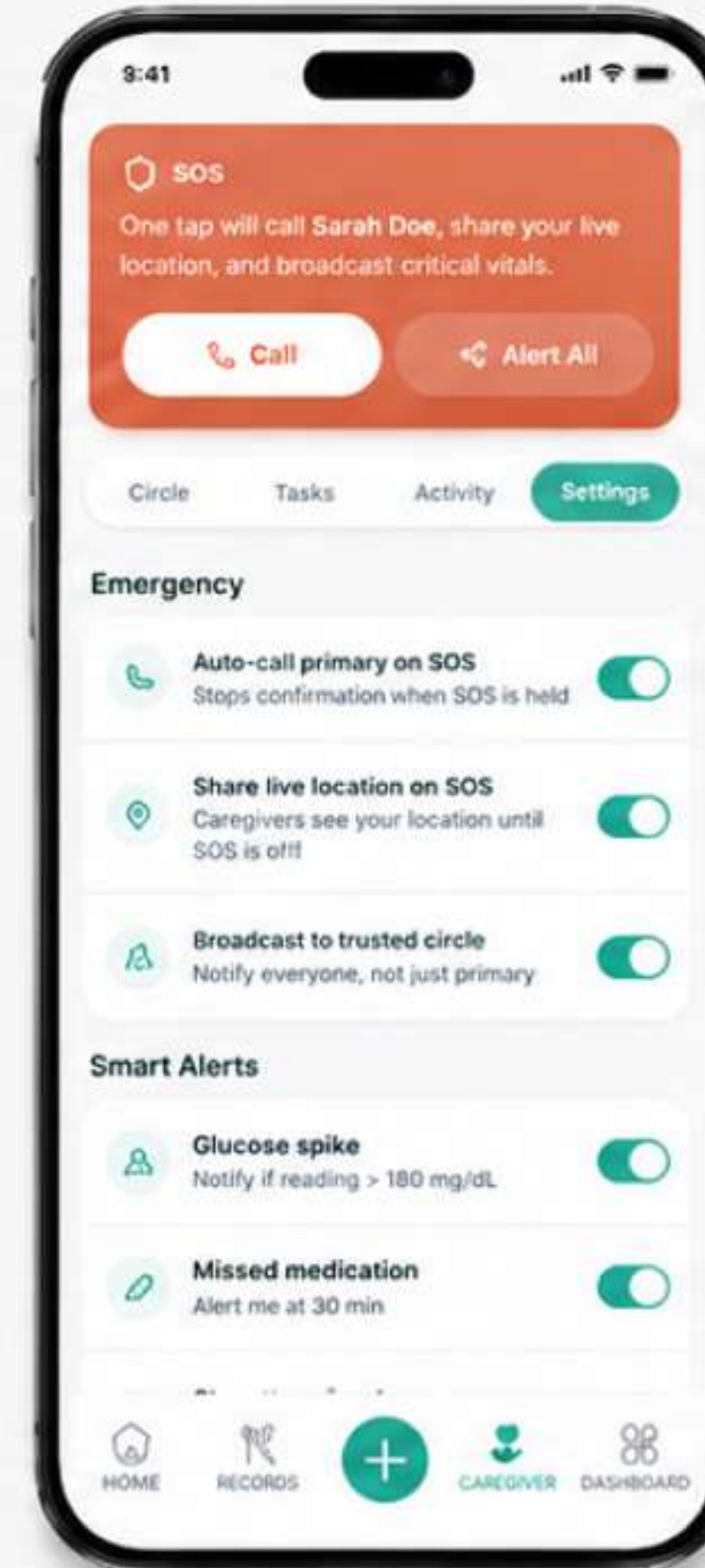
Circle



Tasks



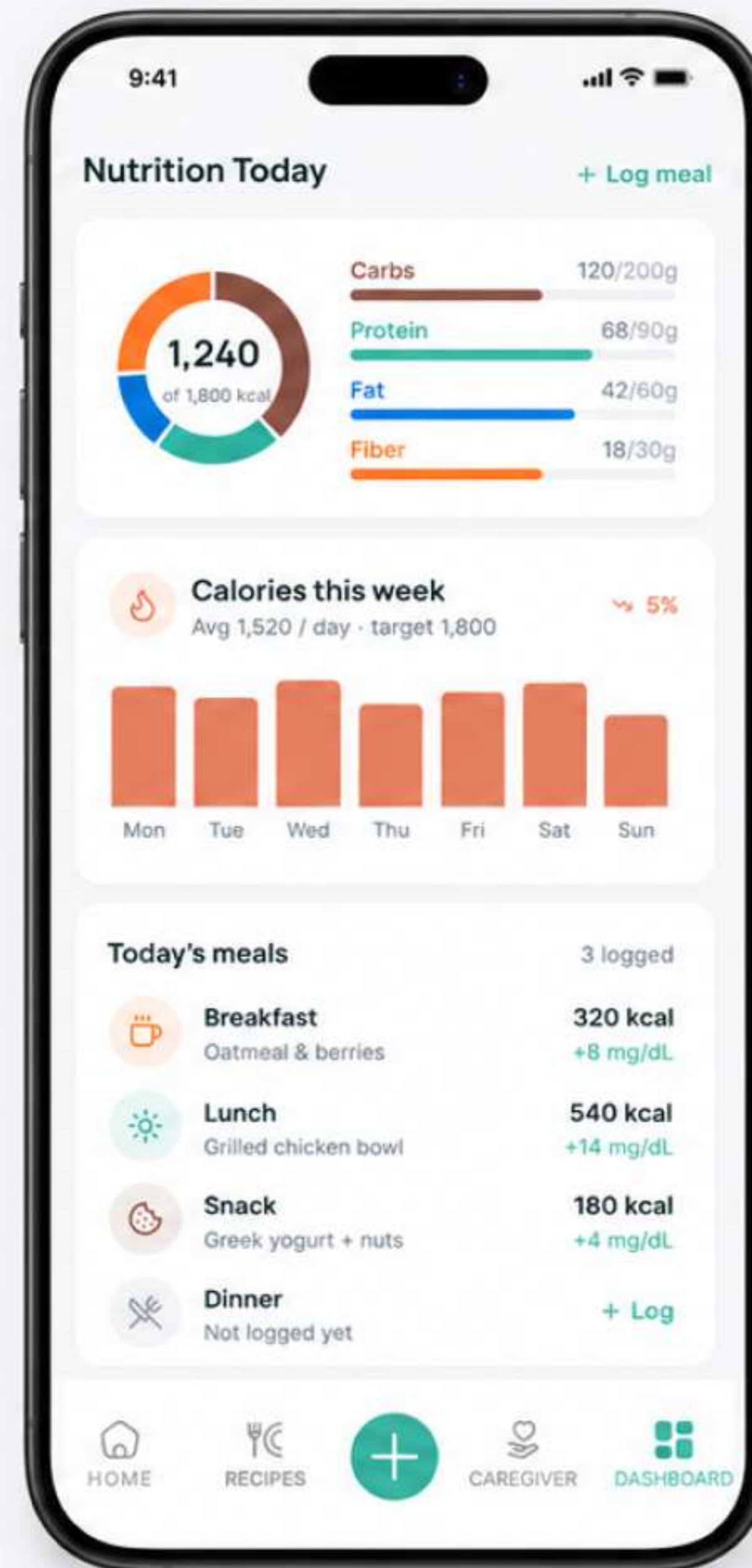
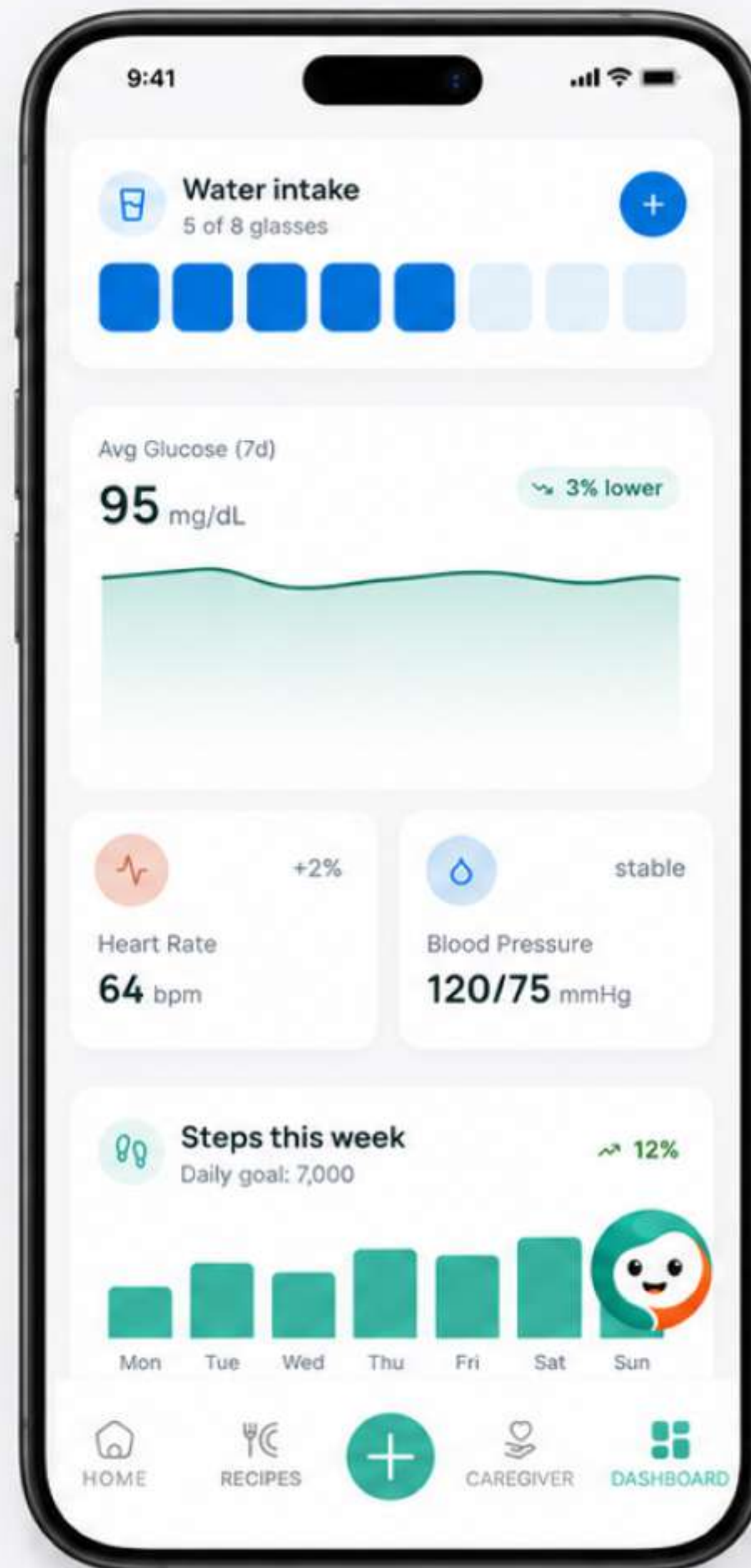
Activity



Settings

# Health Dashboard

A clean, intuitive dashboard that helps users track, understand, and improve their health every day.



# Why Rafiq Can Succeed

Addressing real needs, solving real problems, and creating real value.



## 1. Growing Chronic Care Need

Diabetes, hypertension, and other lifestyle-related conditions continue to rise globally, creating strong demand for supportive daily health tools.



Chronic disease market projected to reach

**\$57.8B**

by 2030



## 2. Rising Caregiver Demand

Millions of caregivers support loved ones every day and need simple, trustworthy guidance for nutrition and health decisions.



**80%**

of caregivers say they need more support managing nutrition and health.



## 3. Healthcare Digitization

The shift toward digital health and self-management continues to accelerate, opening space for more accessible and personalized care experiences.



Digital health market projected to reach

**\$660B**

by 2030



## 4. Scalable Platform Potential

Rafiq can scale from individuals to families, caregivers, and broader wellness communities through a flexible, digital-first experience.



One platform.  
Many users.  
Broad impact.



Scalable technology,  
multi-language potential,  
global reach.



Rafiq turns everyday nutrition challenges into **smarter, healthier** decisions — at scale.



Solves a real and growing problem



Meets strong caregiver and user demand



Built for impact, trust, and long-term value

# Expected Impact & Next Steps

Transforming nutrition decisions into simpler, healthier daily experiences.



## Key Research Insights



**Clear nutrition guidance**  
Simple, trustworthy guidance users can rely on every day.



**Personalized experiences**  
Tailored to individual needs for better engagement.



**Ongoing support & motivation**  
Encouragement and tools to build healthy habits that last.



## User & Health Impact



**More confident food choices**  
Reduce anxiety and make choices you feel good about.



**Better control over health goals**  
Improve blood sugar and blood pressure through smart choices.



**Faster, easier decision-making**  
Save time with clear, personalized recommendations.



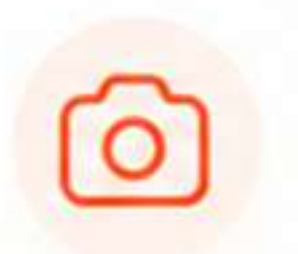
## Future Roadmap



**AI-assisted expert guidance**  
Personalized and safe meal plans backed by expert knowledge.



**Smart grocery integration**  
Easier shopping and ingredient discovery, all in one place.



**Advanced meal recognition**  
More accurate analysis for better insights and tracking.



Rafiq AI helps users feel **confident, informed, and supported** in every meal decision.





# Thank You

## for Joining the Rafiq Journey!

Thank you for exploring how **Rafiq AI** can simplify healthier daily decisions.



**Smart nutrition  
made simple**

Understand meals  
with clarity.



**Better health  
every day**

Small choices lead  
to big changes.



**Smarter choices  
for a better life**

Make informed decisions  
with confidence.



**A community  
that cares**

Together, we build a  
healthier future.



**Small steps today, a healthier tomorrow.**



Because every **healthy decision** starts with understanding.



[www.rafiqhealth.com](http://www.rafiqhealth.com)



[hello@rafiqhealth.com](mailto:hello@rafiqhealth.com)



[@RafiqAI](https://www.instagram.com/RafiqAI)