

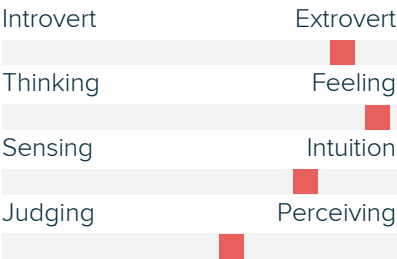
Rachel Stokes



"Cooking well doesn't mean cooking fancy."

Age: 19
Work: Uni student
Family: Long distance relationship
Location: Clayton, VIC
Character: Enthusiast

Personality



Friendly Loving Optimistic

Goals

- Find more recipes that fit her dietary needs
- Try dishes from different parts of the world
- Find more delicious and budget friendly dishes

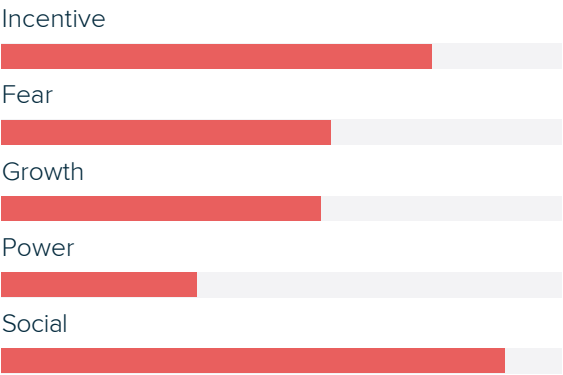
Frustrations

- Eating the same meals repetitively
- Boring recipes
- Recipes that are too complex/fancy

Bio

Rachel is a first year nursing student. She's been vegan for 6 years and counting, and also cannot consume gluten. As a uni student, she doesn't have the luxury of spending a large amount of her budget on groceries. She's sick of eating the same meals over and over again but finds it difficult and tedious to search for new recipes that are delicious, budget-conscious and also suit her lifestyle.

Motivation



Brands & Influencers



Technology

