

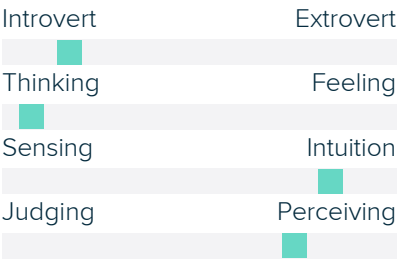
Ross Thatch



"My cooking is fabulous. Even the smoke alarm cheers me on."

Age: 25
Work: Freelance photographer
Status: Single
Location: South Yarra, VIC
Character: Creator

Personality



Passionate Creative Dreamer

Goals

- Order less takeouts
- Be open to trying new recipes
- Set aside some time in the week for meal prep

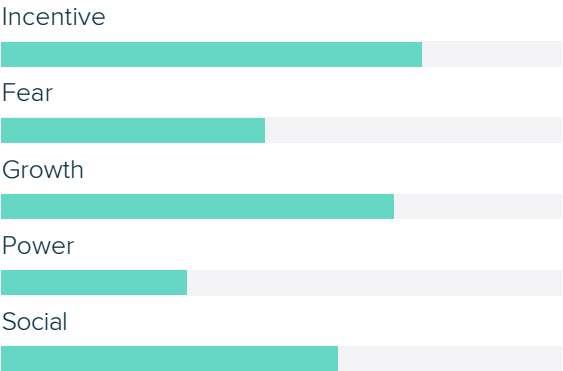
Frustrations

- Not having the right cooking equipment
- Accidentally messing up a recipe
- Recipes with inconvenient ingredients

Bio

Ross took a gap year after high school to travel and pursue his passion of photography, fell in love with freelancing and now does it as a full time job. He's quite negligent when it comes to meal planning and wants to build some positive habits regarding meal prep but doesn't know where to start. The idea of cooking healthy, balanced meals seems daunting and a little out of his comfort zone. But he's willing to give it a try, even though getting takeout just seems so much more convenient.

Motivation



Brands & Influencers



Technology

