

Jillian Yang



"No one is born a great cook. One learns by doing."

Age: 36

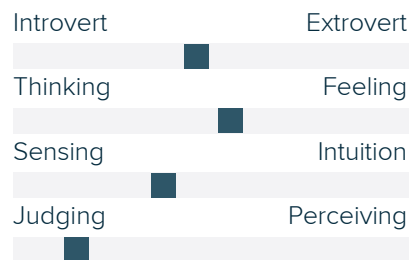
Work: Property Manager

Status: Married, 1 child

Location: Oakleigh, VIC

Character: Career driven

Personality



Ambitious

Focused

Hardworking

Goals

- Spend more time on meal prep
- Make dinner time exciting
- Learn new cooking skills to make meal prep easier

Frustrations

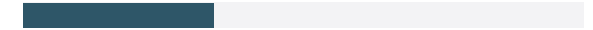
- Cooking time too long
- Recipes that are hard to follow
- Vague measurements used in recipes

Bio

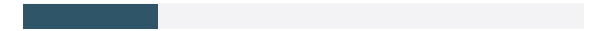
Jillian is an organised and professional businesswoman. She tracks her daily calorie intake on MyFitnessPal and enjoys yoga, spin classes and a glass of red wine after a long day at work. As someone who is very career-driven, she sometimes finds it difficult to balance her work and personal life. She would like to be more adventurous when it comes to meal times, but feels she doesn't have the time available to invest in doing so.

Motivation

Incentive



Fear



Growth



Power



Social



Brands



Technology

IT and Internet



Social Media



Mobile Apps



Social Networks



