

Bonnie, the passionate home cook



Book lover

Travel enthusiast

Brands

Seasoned e-commerce shopper



Social media addict

TRADER JOE'S

NETFLIX SOULCYCLE

Goals

- To cook as many diverse dishes as possible.
- Listen to at least two podcast episodes a day to learn something new.
- Travel to 30 different countries during her lifetime.
- Reach 50,000 followers on Instagram.

Frustrations

- Trying to find the next milestone in her career.
- Planning how to change her lifestyle to follow the Financial Independence, Retire Early (FIRE) movement.
- To be continuously inspired in her daily life.

Bio

The passionate home cook feels blessed that she is able to pursue her dreams as a photographer. However, she is struggling to manage her financial expectations as her long-term goal is to retire early and travel around the world. Furthermore, she wants to constantly be growing as a person for herself and those around her. Thus, she discovered that really likes to cook as there are so many possibilities with this hobby.

Social media



“I’m always looking for the next fun thing to cook that helps me maintain a healthy, balanced lifestyle.”

Age: 34

Work: Photographer

Family: Married with no kids

Location: Boston

Personality

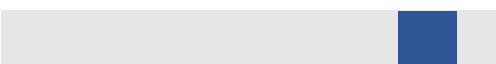
Picky Easy



Analytical Creative



Introvert Extrovert



Impulsive Disciplined



Satisfy Bonnie by helping her to achieve small wins from cooking