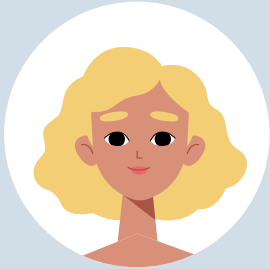


FLEUR



Healthy diet

Fleur is 25 years old and lives in The Hague, very close to her office. Since she graduated from university, she has lived alone in a small apartment she has been renting for a little over a year. She works full time as a marketeer for a multinational marketing company. Living and eating alone was a whole new experience for her after graduating.

In the beginning, Fleur did not enjoy cooking for herself, so she got a subscription to a meal kit delivery service. She finds it very practical because she does not have to worry about going to the supermarket or buying more food than she actually needs. She also prefers fresher and healthier ingredients as she was interested in losing the weight she won during her studies. She is not entirely used to living alone, but she is neutral about eating alone. Sometimes it makes her feel lonely and sad, although other times, she finds it quite relaxing and enjoys having time to enjoy her food. Sometimes she finds the time to make her dish look tasteful and set a beautiful candle-light table because she wants to have a restaurant experience at home. Nevertheless, she is often too tired or hungry, so she moves her dinner to the couch, eating it covered with a blanket in front of the TV. She often gets distracted by looking at her smartphone but tries to put it away when she notices that she is distracted. As she sometimes misses family or friends at mealtime, she prepares dishes that help her remember special occasions, like that special apple cake her grandma used to bake when she was little.

Attitudes:

'I want to eat healthily.'

'I want to have a nice environment while dining, so I can enjoy my food more.'

'I want to pamper myself.'

Challenges:

She does always enjoy eating alone. She wants to be able to relive pleasant moments through food.

Cooking behaviour:

She prefers fresher and healthier ingredients from a meal kit and tries to pamper herself by making the most enjoyable eating experience.

Eating behaviour:

Sometimes, she does not like eating alone, but often, she thinks dining solo is the perfect 'me-time' for her.