Profiling the target user with an avatar

Designed by: _____

Date: _____

Name of the Avatar: _____

Socio demographic attributes

Age: _____

Gender: _____

Marital status: _____

Number of kids: _____

Occupation: _____

Monthly income: _____

Country & city of residence: _____

Highest degree: high school / univ / other: _____

Media and cultural preferences

The last book they read: _____

Their preferred TV show: _____

The last movie they went to: _____

Preferred extra professional activity: _____

The social media they visit daily: Facebook / Instagram / Snapchat / LinkedIn / Twitter / Youtube

Lifestyle

Level of fitness: weak / average / fit / competitive

Social life: none / occasional / regular / party animal

Societal involvement: none / occasional / regular / leader