Canvas #03:
Profiling the target user with an avatar

Designed by: *Mark Spencer, VP Marketing Gym Sports*
Date: _____ *May 15* _____

Name of the Avatar: *Béatrice Dumaurier*

Socio demographic attributes

Age: _ *45* _____

Marital status: _ *Married*

Number of kids: *3*

Occupation: *VP Supply Chain*

Monthly income: *8000 euros*

Country & city of residence: Strasbourg, France

Highest degree: high school / univ / other: _____

Lifestyle

Level of fitness: weak / average / fit / competitive

Social life: none / occasional / regular / party animal

Societal involvement: none / occasional / regular / leader

Media and cultural preferences

The last book they read: *Getting Things Done*

Their preferred TV show: *Series on Netflix*

The last movie they went to: *Vaiana (with her kids)*

Preferred extra professional activity: *go to restaurant with friends*

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