## Profiling the target user with an avatar Canvas #3: Media and cultural preferences Their preferred TV show: The last book they read: Socio demographic attributes Age: Highest degree: high school / univ / other: Country & city of residence: Gender: Number of kids: Marital status: Monthly income: Occupation: Name of the Avatar: Preferred extra professional activity: The social media they visit daily: Facebook / Instagram / Date: Designed by:

occasional / regular / leader

Societal involvement: none

regular / party animal

Social life:

none / occasional /

average

/ fit / competitive

Level of

fitness:

weak /

Lifestyle

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The last movie they went to:

Snapchat / LinkedIn / Twitter / Youtube