Canvas #03.1: Profiling the target user (B2C)	Designed by Date:	:
Name of the Avatar:		
Socio demographic attributes		Lifestyle
Gender:		Level of fitness: weak / average / fit / competitive
Marital status: Number of kids:		Social life: none / occasional / regular / party animal
Occupation:		Societal involvement: none / occasional / regular / leader
Country & city of residence:		
Highest degree: high school / univ / other: Media and cultural preferences		
The last book they read:	Preferred extra professional activity:	
Their preferred TV show: The last movie they went to:	The social media the Snapchat / LinkedIn	<i>y visit daily</i> : Facebook / Instagram / / Twitter / Youtube

Copyright © 2017, Guillaume Lecuyer and Clément levallois. DATOM is for you to use without restriction in modeling your own or other people's businesses. If you wish to use the DATOM in original or adapted to sell it as a tool, you must contact the copyright holders, Clément Levallois and Guillaume Lecuyer, for permission.