

**Profiling the target user with an avatar**

Name of the Avatar: \_\_\_\_\_

**Socio demographic attributes**

Age: \_\_\_\_\_

Gender: \_\_\_\_\_

Marital status: \_\_\_\_\_

Number of kids: \_\_\_\_\_

Occupation: \_\_\_\_\_

Monthly income: \_\_\_\_\_

Country &amp; city of residence: \_\_\_\_\_

Highest degree: high school / univ / other: \_\_\_\_\_

**Lifestyle**Level of fitness: weak /  
average / fit / competitiveSocial life: none / occasional /  
regular / party animalSocietal involvement: none /  
occasional / regular / leader**Media and cultural preferences***The last book they read:* \_\_\_\_\_*Preferred extra professional activity:* \_\_\_\_\_*Their preferred TV show:* \_\_\_\_\_*The social media they visit daily:* Facebook / Instagram /  
Snapchat / LinkedIn / Twitter / Youtube*The last movie they went to:* \_\_\_\_\_