Canvas #03.1 (version B2C))
PROFILING THE TARGET	USER

Name of the avatar : ____

Designed by : ---- / ---- Date : ---- / ---- /

Sociodemographic attributes			Lifestyle
Age:	Nb kids :		Fitness level:
Gender:	Occupation:		Low / average / competititve
			Social life:
Marital status:	Monthly net income:		None/ occasional/ regular / party animal
	Education:		Community involvement:
Country of residence:	high school, undergrad, graduate other:		None / occasional/ regular / leader
City:			
Media and cultural preferences	cural preferences Digital literacy: Low / average / strong		
Last book they read:		Extra professional activities:	
Their preferred TV show:		Social media they use on a daily basis:	
		Facebook / Instagram / Snapchat / LinkedIn / Twitter / Youtube	

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