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 Digital literacy: Low / average / strong			
Last book they read:	Extra professional activities:		
Their preferred TV show:	Soci	Social media they use on a daily basis:	
	Fac	ebook / Instagram / Snapchat / LinkedIn / Twitter / Youtube	

Last movie (movie theater or Netflix) ots. 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.