

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

### ***Socio demographic attributes***

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

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

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

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

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

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

### ***Job id***

Industry: \_\_\_\_\_

Job Title: \_\_\_\_\_

Tenure: \_\_\_\_\_

Position: contributor / manager /  
VP/ CxO

# spoken languages: \_\_\_\_\_

Digital skills: low / average/ high

### ***Work environment***

Have access to computer and digital devices: YES / NO

Has a voice in investment decisions: YES / NO

Can engage operational expenses: YES / NO

Which social media is relevant to their job:

Facebook / Instagram / Snapchat /

LinkedIn / Twitter / Youtube / none