

**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 & city of residence: _____

Highest degree: high school / univ / other: _____

LifestyleLevel 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:* _____