Canvas #03.2 (version B2B)   Designed by : -------------------------------- Date : ---- / ---- / -----
PROFILING THE TARGET USER

Name of the avatar : _____

Sociodemographic attributes

Age : _____

Gender:
_____

Contry of residence:
_____

City of residence: _____

Education:
high school, college, other:
_____

Spoken languages: _____

Digital literacy:
low / average / strong

Job id

Industry: _____

Job title: _____

Years in the job: _____

Type of job:
Blue collar / Employee/ Manager / VP / CxO

Work environment

Has 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 working environment:

Facebook / Instagram / Snapchat / LinkedIn / Twitter / Youtube / none / other _____