

Datom

a step-by-step guide to creating data-driven business projects

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Benefits of the method 1

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Benefits of the method

- A guide to the creation of business projects aligned with the strategic objectives of the Organisation
- With precise instructions on how to include a data driven logic in the value creation process
- Graphical method, suitable for individual and team work.

Designing the avatar / 4D Methodology

Designed by: _____
Date: _____



CUSTOMER AVATAR

AVATAR NAME

GOALS AND VALUES

Goals:

Values:

Age:

Gender:

Marital Status:

#/Age of Children:

Location:

CHALLENGES & PAIN POINTS

Challenges:

Pain points:

SOURCES OF INFORMATION

Books:

Magazines:

Blogs/Webistes:

Conferences:

Gurus:

Other:

Quote:

Occupation:

Job Title:

Annual Income:



Level of Education:

Other:

OBJECTIONS & ROLE IN PURCHASE PROCESS

Objections to the sale:

Role in the Purchase Process:





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Figure 1. 1222211111



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Figure 2. 22222111111