CUSTOMER AVATAR CANVAS

Designed for:_______ Designed by:_______ Date:______

BEFORE	AVATAR/PERSONA	AFTER
Have:		Have:
	DEMOGRAPHICS/INTERESTS	
Feel:		Feel:
reei.		reel.
Average Day:		Average Day:
	KEY PURCHASE DRIVERS	
Status:	RET PURCHASE DRIVERS	Status:
Cood vs. Evil		Good vs. Evil:
Good vs. Evil:		GOOD VS. EVII.
		1.0000
FRUSTRATION	IS & FEARS WANTS &	ASPIRATIONS