

CUSTOMER AVATAR CANVAS

DESIGNED FOR: _____ DESIGNED BY: _____ DATE: _____

| | | |
|--|---|---|
| <div>BEFORE</div> <div>Have:</div> <div>Feel:</div> <div>Average Day:</div> <div>Status:</div> <div>Good vs. Evil:</div> | <div>AVATAR/PERSONA</div> <div>DEMOGRAPHICS/INTERESTS</div> <div>KEY PURCHASE DRIVERS</div> | <div>AFTER</div> <div>Have:</div> <div>Feel:</div> <div>Average Day:</div> <div>Status:</div> <div>Good vs. Evil:</div> |
| <div>FRUSTRATIONS & FEARS</div> | | <div>WANTS & ASPIRATIONS</div> |