

CUSTOMER AVATAR CANVAS

DESIGNED FOR: _____ DESIGNED BY: _____ DATE: _____

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