CUSTOMER AVATAR CANVAS

DESIGNED FOR: _____ DESIGNED BY: _____ DATE: _____

BEFORE

Have:

Feel:

Average Day:

Status:

Good vs. Evil:

AVATAR/PERSONA

DEMOGRAPHICS/INTERESTS

KEY PURCHASE DRIVERS

AFTER

Have:

Feel:

Average Day:

Status:

Good vs. Evil:

FRUSTRATIONS & FEARS

WANTS & ASPIRATIONS

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