

CUSTOMER AVATAR CANVAS

AVATAR / PERSONA	
DEMOGRAPHICS & INTERESTS	
Age: Occupation: Income: Education level: Location: Events: Books / Publications: Brands:	
KEY PURCHASE DRIVERS	
FEARS & FRUSTRATIONS	WANTS & ASPIRATIONS
Fears: Frustrations:	Wants: Aspirations:
BEFORE STATE	AFTER STATE
Have: Feel: Average Day: Status: Good vs Evil:	Have: Feel: Average Day: Status: Good vs Evil:

