

Canvas #03.2 (B2B version)

Profiling the target user with an avatar

Designed by: _____

Date: _____

Name of the avatar: _____

Socio-demographic attributes

Age : _____

Sex: _____

Job: _____

Country & city of residence: _____

Highest degree: high school / univ / other: _____

Nb of spoken languages: _____

Digital skills: weak / average / high

Professional Identity

Industry : _____

Job Title: _____

Tenure: _____

Title Level : Contributor / Manager /
VP / CxO

Professional environment

Has access to : *a computer / smartphone / tablet / other*

Participates in investment decisions : Yes / No

Can incur operational expenses : Yes / No

Which social media are relevant to his/her professional environment:

*Facebook / Instagram / Snapchat / LinkedIn /
Twitter / Youtube / other / none*

