

Name of the avatar : \_\_\_\_\_

### Sociodemographic attributes

Age : \_\_\_\_\_

Gender:  
\_\_\_\_\_

Contry of residence:  
\_\_\_\_\_

City of residence: \_\_\_\_\_

Education:  
high school, college, other:  
\_\_\_\_\_

Spoken languages: \_\_\_\_\_

Digital literacy:  
*low / average / strong*

### Job id

Industry: \_\_\_\_\_

Job title: \_\_\_\_\_

Years in the job: \_\_\_\_\_

Type of job:  
*Blue collar / Employee/ Manager / VP / CxO*

### Work environment

Has access to computer and digital devices: YES / NO

Has a voice in investment decisions: YES / NO

Can engage operational expenses: YES/NO

Which social media is relevant to their working environment:  
*Facebook / Instagram / Snapchat / LinkedIn / Twitter / Youtube / none*  
*/ other* \_\_\_\_\_