

# CUSTOMER AVATAR CANVAS

DESIGNED FOR: \_\_\_\_\_ DESIGNED BY: \_\_\_\_\_ DATE: \_\_\_\_\_

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