

# Customer Avatar



Avatar Name:

## GOALS AND VALUES

Goals:

Values:

Age:

Gender:

Marital Status:

#/Age of Children:

Location:

## CHALLENGES & PAIN POINTS

Challenges:

Pain Points:

## SOURCE OF INFORMATION

Magazines:

Blogs/Websites:

Where they shop for food:

Gurus:

Other:

Occupation:

Job Title:

Annual Income:

Level of Education:

Hobbies:

## OBJECTIONS & ROLE IN PURCHASE

Objections to buying::

Role in the purchase process: