

# CUSTOMER AVATAR PROFILE

1. Is your primary customer a man or woman?	
2. How old is she/he?	
3. What are their hobbies?	
4. Where do they shop?	
5. What is their yearly income/	
6. Are they married?	
7. Do they have children?	
8. Do they own a home?	
9. What is their geographical location?	