**Customer Avatar Client: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_**

|  |  |
| --- | --- |
| **Frustrations** | **Wants** |
|  |  |
| **Demographics** | **Identity** |
| **Avatar Name** |  |
| **Fears** | **Aspirations** |
|  |  |

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