

IDEAL PATIENT AVATAR "NAME"

Photo

Demographics

Age: _____

Gender: _____

Marital Status: _____

Age Of Children: _____

Locaton: _____

Occupation: _____

Job Title: _____

Annual Income: _____

Education Level: _____

Other: _____

Goals & Health

- _____
- _____
- _____
- _____
- _____

Challenges & Pain Points

- _____
- _____
- _____
- _____
- _____

Information Sources

- _____
- _____
- _____
- _____
- _____

Products & Services

- _____
- _____
- _____
- _____
- _____