



CUSTOMER AVATAR

(Type in the boxes and save)

• Think about your ideal customer

Avatar Name?	Thomas	Age?	30-35	Married?	Both	Children?	
Lives where?	Lagos	School Attended?					
Job Title?	IT Manager	Profession?		IT Specialist			
Income?	N2,000,000	Political?		N/A			
Religious?	All Religion	Hobbies?		N/A			
Gender?	Male and Female	Level of Education?		Graduate / Post Graduate			

• For Business to Business customers

Industry?	IT, FinTech	Number of Employees?	50
Annual Revenue?	\$5M	Years in Business?	10years
Located at?	Lagos, Abuja,	Sells to?	People

• Go deeper. Think about a typical day in the life of your ideal customer prospect.

Favorite brands?	Javascript, python, ChatGPT							
Favorite Websites (website they visit frequently)?	Googletrends.com							
Source for breaking news?	Ars Technica, Lifehacker							
Source for industry or business news?	Computer weekly, Business Day, Techcabal							
Uses Twitter?	Yes	Facebook?		LinkedIn?	Yes	Instagram?	Yes	(Yes/ No)
Who are the authority figures, thought leaders, or big brands they like or follow?	Bill Gates, Steve Jobs, Mr Leo Stan Ekeh, Mr. Karl Roriola,							
What books/magazines does your ideal customer read?	Zero to One, Rich dad poor dad, Steve Jobs, The Art Of							
What events do they attend?	Africa Teen Tech Festival, Co-Create Africa Tech							
Where does he/she visit a lot?								
What music does your ideal customer listen to?								
What movie does your ideal customer watch?								



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- Dig even deeper to define your ideal customer's problems, hopes, dreams, and aspirations.

List problems your ideal customer is having that makes them an ideal customer for your business.

Having issues with backing up his computers and network base
Keep losing customers' data and information

What is the worst thing that could possibly happen to your ideal customer if their problem isn't eventually solved?

Lost of important data and information
Waste of value time

How would this make your customer feel?

He will be sad and frustrated

How might their boss react (for business to business)?

He will be angry and disappointed

What would their friends think?

What could happen to their career or personal lifestyle?

They will feel less motivated and less productive

What could be the financial consequences?

They may loose their job

What could be the professional consequences?

They may loose the trust of their customers

What could be the personal consequences?

They may feel less capable

What is your customer afraid of?

Losing their company and customers' data and information

What is the best thing that could possibly happen to your ideal customer if their problem is solved?

They will be happy and business continues to run smoothly



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What would their "perfect solution" look like?

Installation of standard and highly maintain UPS/Inverter with durable batteries/ solar panels
Monthly maintenance of UPS/Inverter

What is it that they really want, more than anything else?

Uninterrupted supply of power for their database and server.

What would they be willing to pay almost anything for?

Reliable back up power system

What is his greatest hesitation in buying your products or services?

Receiving poor services