

# Client avatar questions:

## Demographics

What is your name?

What is your age?

What is your gender?

Where do you live?

What is your racial/ethnic heritage?

What is your annual income?

What is your highest level of education?

What is your occupation?

## Back Story

What is your birthplace?

Where did you grow up?

Was it a rural, suburban, or urban area?

What kind of house did you grow up in?

Who raised you?

What did your parents (or primary caregivers) do for a living?

Are your parents still married?

Did your parents have a permissive or authoritarian parenting style?

Do you have any siblings?

What is your birth order?

What are your favourite childhood memories?

What were your favourite childhood activities?

What was your favourite subject in school?

What was your least favourite subject?

What grades did you get in school?

Do you enjoy learning new things?

Did you have a lot of friends, a few close friends, or no friends?

Did you get in trouble at school?

Did you attend university?

If so, what did you study?

What university did you attend?

Did you enjoy your university experience?

What did you do after high school if you didn't attend university?

What stopped you from going to university?

What was your first job?

### **Personal Life**

What is your marital status?

Are you happy about your current marital status?

Do you have any children?

If so, how many and how old are they?

Are they boys or girls?

Do your children live with you?

If you don't have children, do you want to have children in the future?

Are you likely to have children in the future?

Do you have any pets?

If yes, how many and what are they?

What type of housing do you currently live in?

Who lives in the house with you?

Are you happy with your current situation, or do you wish it was different?

How close are you to your extended family?

Do you currently have many friends, a few friends, or no friends at all?

Do you see your friends often?

Who are the most important people in your life?

Are you religious?

What is your political orientation?

Are you actively involved in politics?

Do you make an effort to stay fit and healthy?

What type of exercise do you do?

If you don't exercise, why not?

Do you play any sports?

Do you care about your personal appearance?

What hobbies do you currently pursue?

What do you like to do in your free time?

What social groups/activities do you participate in?

Are you environmentally conscious?

What is your favourite TV show?

What is your favourite movie?

What type of music do you listen to?

Do you enjoy reading?

Are you a morning person or a night owl?

What do you do first thing in the morning?

Do you cook at home or eat out?

Are you a neat freak, or are you OK with messes?

How much time do you spend at work and at home?

How do you spend your weekends?

Where do you shop?

What do you read for fun?

Do you drink?

Do you smoke?

Do you experiment with recreational substances?

What do you wish was different about your weekly routine?

Are you tech-savvy?

What news sources do you read?

Do you enjoy traveling?

Do you regularly go on vacation?

If so, where do you go?

Have you ever been backpacking?

What is your current literacy level?

Do you prefer baths or showers?

## **Career**

What is your industry?

What is your job title?

What are your responsibilities?

Who do you report to?

What is the size of your company?

What skills are required for your job?

What metrics are you responsible for/how is your job measured?

What does a typical workday look like?

What knowledge and tools do you use in your job?

What are your challenges at work?

How do you learn new information about your job?

How do you prefer to interact with vendors?

How did you arrive at your current position?

What is your salary?

Do you feel like you are compensated fairly?

Do you like your boss?

Do you like your coworkers?

Do you like the work you are assigned to?

What would you change about your job, if you could?

What does your career path look like?

Are you considering a career change?

What is your dream job?

Do you have plans to pursue your dream job?

What work-related associations do you participate in?

When do you plan to retire?

## **Personality**

How would you describe your personality?

Are you an introvert or an extrovert?

Are you optimistic or pessimistic?

Are you more right-brained or left-brained?

Are you quiet or boisterous?

Are you practical or prone to flights of fancy?

Do you prefer to follow the rules or challenge boundaries?

Do you like to take risks or play it safe?

Are you an innovator, or someone who tends to go with the flow?

Are you flexible or rigid in your thought patterns?

Are you spontaneous or do you prefer pre-determined plans?

Are you motivated by your own achievements or by what others think of your efforts?

How affected are you emotionally by other people's judgments?

What would it take for you to deem your life a success?

What would make you think your life was a failure?

### **Web/Purchase Behaviour**

What social media sites do you use?

How do you use the internet to search for products or vendors?

Could you describe a recent purchase?

How do you prefer to make online payments?

Are you concerned about online privacy?

How adept are you at using technology?

Do you tend to embrace new technologies or prefer to stick with systems you know?

Are you a fluent internet user?

What operating system do you use?

What internet browser do you use?

What mobile devices do you use?

What is your preferred search engine?

What is your preferred method of communication?

What sites do you usually shop on?

Do you use your cell phone to make purchases?

Where do you go to learn about a product or service?

How important is it for you to get a good deal?

What indulgent or luxurious purchases do you make?

## **Finances**

What is your net worth?

Do you have debt?

If so, what type?

Do you make purchase decisions carefully, or are you loose with your money?

How do you feel about your current spending habits?

What factors drive you to make a purchase?

Are you the main bread-winner in your household?

Are you the financial/purchase decision-maker?

Goals, Challenges & Pain Points

What are your goals in life?

What are your career goals?

What do you hope to gain from using our product?

What accomplishments are you proudest of?

What are the top three things on your bucket list?

What is the most frustrating part of your day?

What regular activities do you find stressful?

What makes you nervous?

What do you worry about?

What makes you feel scared?

What is the fastest way for someone to make you angry?

What is the least favourite part of your job?

What is the worst job you can imagine?

What is the worst customer service experience you've ever had?

What purchase did you most regret?

## **Product Insight/Objections to the Sale**

What objections do you have for our product?

What factors might make you choose a competitor's product over ours?

How can we help you to solve your unique challenges?

How does our product help you become your ideal self?

How do you prefer to communicate?

How can we meet your needs through onboarding?

What questions would you ask yourself before buying a product?

What is your number one concern when deciding whether or not to make a purchase?

How do you prefer to make a purchase (online, over the phone, or in-person)?

When making a purchase online, what is your preferred payment method?