



**Says**  
What have we heard them say?  
What can we imagine them saying?



**Thinks**  
What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

"I've been feeling so stressed lately."

"I'm struggling with digestive issues."

"I've heard Ayurveda can help with holistic healing."

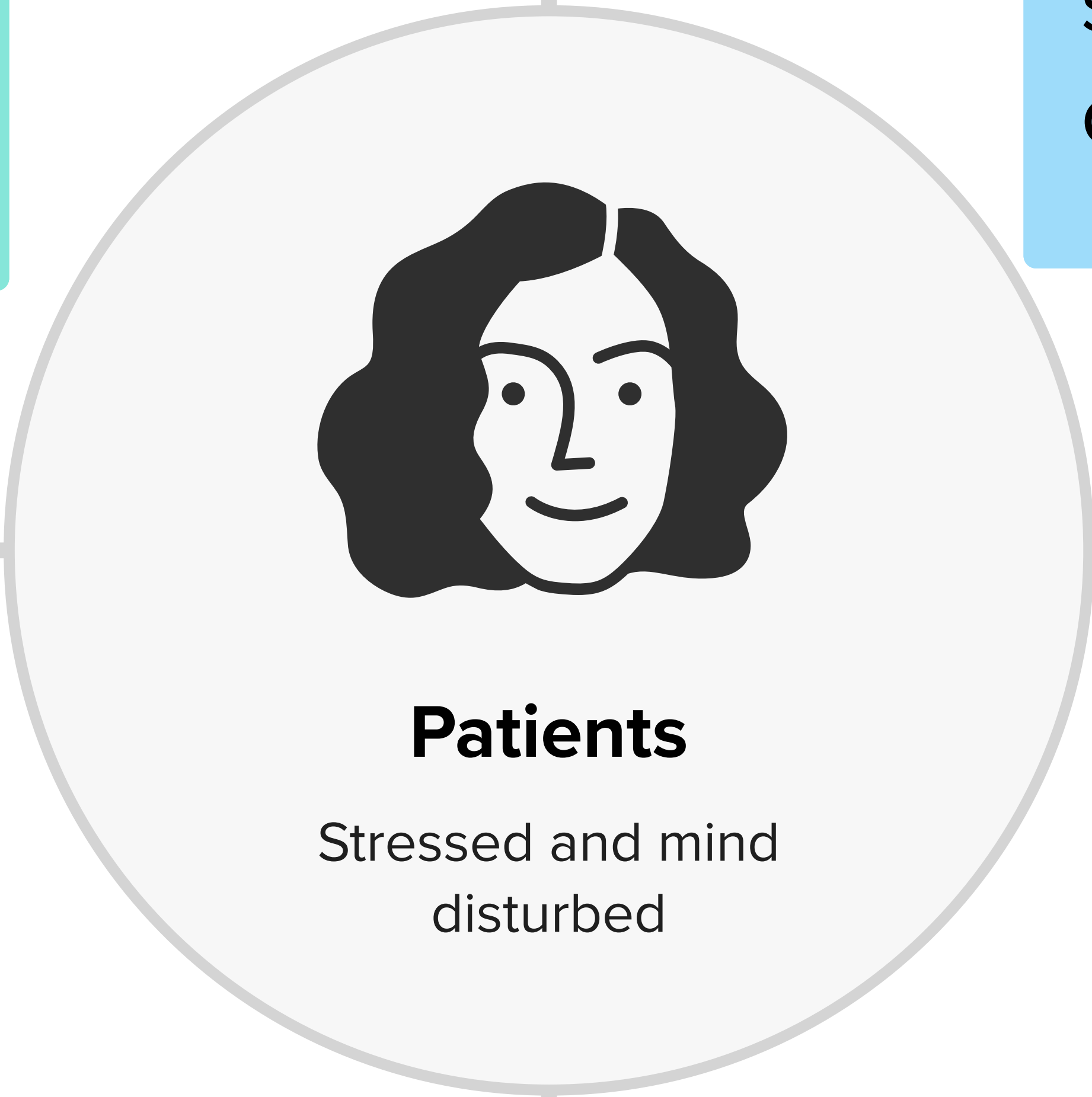
"I'm not sure how Ayurveda works."

Believes in Natural Healing:  
Believes in the power of nature and natural remedies.

Confused:  
Confused about how Ayurveda differs from Western medicine.

Open to New Ideas: Open to exploring holistic and alternative healing methods.

Skeptical:  
Skeptical about the scientific basis of Ayurveda.



Conducts online research about Ayurveda and its principles.

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Seeks a consultation with an Ayurvedic practitioner or expert.

Starts incorporating Ayurvedic lifestyle practices and dietary changes.

Curious about alternative healing methods like Ayurveda.

Anxious about the effectiveness and safety of Ayurvedic treatments.

Frustrated with ongoing health issues.

Hopeful that Ayurveda can offer a holistic approach to healing.



**Does**  
What behavior have we observed?  
What can we imagine them doing?



**Feels**  
What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?