

DESIGN AN EMAPTHY

1. WHO are we empathizing with?

Target Audience:

- Individuals seeking alternative or holistic healthcare solutions
 - People with chronic health conditions or lifestyle diseases
 - Those interested in Ayurvedic treatments but lacking knowledge or access
 - Potential patients curious about natural or traditional remedies
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2. WHAT do they need to do?

- Find reliable information about Ayurvedic treatments
 - Access qualified Ayurvedic practitioners and hospitals
 - Understand the benefits of specific herbs, treatments, and medicines
 - Make informed decisions about integrating Ayurveda into their healthcare
 - Overcome hesitation due to lack of awareness or uncertainty about efficacy
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3. WHAT do they say?

- "I want a natural, holistic way to manage my health."
 - "Where can I find a trusted Ayurvedic practitioner near me?"
 - "I'm not sure if Ayurvedic treatments will work for my condition."
 - "Why is it so hard to find authentic Ayurvedic medicines?"
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4. WHAT do they do?

- Seek recommendations from friends, family, or online forums
 - Conduct their own research on Ayurvedic treatments and herbs
 - Visit websites for Ayurvedic hospitals or products, often struggling to verify credibility
 - Default to conventional treatments due to easier accessibility
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5. WHAT do they think and feel?

Pains (Fears, frustrations, anxieties):

- Anxiety over whether Ayurvedic treatments are effective or safe
- Frustration at the lack of easy access to qualified practitioners
- Concern about making the right decision without sufficient information

Gains (Desires, needs, goals):

- Desire to find natural, sustainable solutions for their health problems
- Need for guidance in selecting the right treatments, herbs, and medicines
- A sense of confidence and trust in Ayurvedic care if properly informed

