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Who Exactly Are We Talking To?

The primary audience consists of:

Chronic pain sufferers – especially those with long-standing issues like back pain, knee pain, and joint discomfort.

Post-surgery patients – individuals recovering from operations and looking for safe, effective recovery methods.

People with limited mobility – elderly patients or those with age-related issues affecting movement and flexibility.

Individuals with sports injuries – particularly young adults or athletes needing specialized rehabilitation.

Generally, What Kind of People Are We Targeting?

Chronic Pain Patients: People frustrated by recurring pain impacting daily life, especially back and knee pain, are common.

Athletes: Those recovering from injuries or who are active and seek help for faster recovery.

Elderly Individuals: Primarily seeking relief from arthritis or joint pain issues.

Office Workers: Sedentary lifestyles leading to issues like neck and back pain are frequently noted by competitors' clients.

Men or Women?

Both men and women, though specific treatments like sports rehabilitation may attract more men, and holistic therapies like cupping and needling may appeal more to women.

Approximate Age Range?

25-60 years: A large portion of patients fall within this range, with specific attention to older adults needing geriatric support.

Occupation?

Includes a diverse group such as office workers, athletes, laborers, and retirees who face physical strain or age-related pain.

Income Level?

Middle to upper-middle class, generally able and willing to pay for long-term health solutions and advanced therapies.

Geographic Location?

Ahmedabad, Gujarat, targeting affluent areas like Science City and Sola.

Painful Current State

What Are They Afraid Of?

1. Worsening pain affecting independence: Many patients fear that without effective treatment, their chronic pain will continue to deteriorate, limiting their ability to work, engage in activities, or even perform basic tasks.

2. Potential surgery: Especially among patients with conditions like slipped discs, torn ligaments, or severe joint pain, there is a significant fear of needing invasive surgeries. For many, surgery is seen as risky, costly, and a last resort.

3. Losing mobility long-term: They worry that if pain persists, they may lose their ability to walk or perform daily tasks, becoming fully dependent on family members or caregivers.

What Are They Angry About? Who Are They Angry At?

1. Unsuccessful previous treatments: Patients are often frustrated with prior clinics or doctors who provided temporary relief but failed to address the root causes, resulting in recurring pain.

2. Lack of transparency: Some patients feel misled by providers who didn't explain their condition well or were too focused on generating revenue without real care for patient outcomes.

3. Feeling dismissed by providers: Many patients are angry with healthcare providers who didn't take the time to understand the complexity of their pain, leading to ineffective or generic treatments.

What Are Their Top Daily Frustrations?

1. Limited physical abilities due to pain:

Frozen Shoulder: A patient may feel helpless, unable to even lift a glass of water, let alone manage household tasks.

Back Pain: Patients struggle with basic tasks like bending to pick up items, standing for prolonged periods, or sitting comfortably, which affects their work and personal life.

Knee Pain: Climbing stairs or walking long distances feels nearly impossible, making activities like temple visits or outings with family a painful challenge.

2. Fear of exacerbating pain:

Neck Pain: Patients avoid social gatherings out of fear that someone might accidentally aggravate their neck by placing an arm around it.

Back Pain: Fear of bending too far or twisting the wrong way leaves patients constantly on edge, limiting even small activities like playing with grandchildren.

3. Disrupted daily routines: The inability to perform routines—like sleeping comfortably, standing for prayers, or lifting light objects—leaves patients feeling restricted and anxious.

What Are They Embarrassed About?

1. Dependency on others: Simple tasks like sitting through a family dinner, climbing stairs, or even getting dressed require assistance, causing embarrassment and a sense of helplessness.

2. Avoiding social events: Because of pain, they often have to decline invitations for outings, gatherings, or vacations, which can feel humiliating and socially isolating.

How Does Dealing With Their Problems Make Them Feel About Themselves?

1. Powerless and vulnerable: Continuous pain and dependency on treatments can make patients feel they have little control over their lives or health.

2. Emotionally drained: The recurring nature of their pain, combined with failed attempts at recovery, leaves many patients feeling emotionally exhausted and discouraged.

What Do Other People in Their World Think About Them as a Result of These Problems?

1. Perceived as limited: Family and friends may see them as unable to contribute to family activities or participate fully in social events, which may make them feel judged or pitied.

2. Concerns about well-being: Loved ones worry about their ongoing pain, but this can make patients feel more like a burden than an equal partner in social and family activities.

If They Were to Describe Their Problems and Frustrations to a Friend Over Dinner, What Would They Say?

“It’s exhausting. Even lifting my hand to drink water feels impossible some days, and I can’t even sit comfortably at my desk without pain shooting up my back. It’s affecting my work, my sleep, and even my ability to join family outings.”

What Is Keeping Them From Solving Their Problems Now?

1. Financial constraints: High treatment costs make them hesitant to try new methods, especially after previous expenses on ineffective treatments.

2. Skepticism: After failed treatments, many are wary of committing to another clinic or therapist, unsure if it will yield real results.

Desirable Dream State

If They Could Wave a Magic Wand at Their Life and Change It Immediately, What Would It Look Like and Feel Like?

1. Pain-free, active lifestyle: Patients dream of living without the constant shadow of pain, able to freely engage in activities like walking, bending, lifting, and even traveling.
2. Independence in daily life: They imagine being able to care for themselves and participate in family activities without relying on others or experiencing embarrassment.
3. Confidence in health: They want to live without the constant worry that any activity might bring back pain or worsen their condition.

Who Do They Want to Impress?

1. Family and friends: They wish to show loved ones that they're healthy and can actively engage in family activities and outings.
2. Colleagues and peers: In professional settings, they want to be seen as capable, physically resilient, and unaffected by health issues.

How Would They Feel About Themselves if They Were Living in Their Dream State?

1. Empowered and independent: With pain no longer dictating their choices, they'd feel in control of their life and health.
2. Joyful and fulfilled: The ability to move freely without pain would bring a sense of relief, happiness, and satisfaction, improving their overall quality of life.

What Do They Secretly Desire Most?

1. Long-term solution to chronic pain: They yearn for a treatment plan that doesn't rely on invasive procedures or medication but provides lasting relief.
2. Freedom to enjoy life: Being able to play with their children or grandchildren, travel comfortably, and fully participate in life is a deep, unspoken wish.

If They Were to Describe Their Dreams and Desires to a Friend Over Dinner, What Would They Say?

“All I want is to be able to move without this constant pain—to go on trips, play with my kids, and just enjoy life without limitations. I don’t want to think twice about picking up something or bending down.”

Values, Beliefs, and Tribal Affiliations

What Do They Currently Believe Is True About Themselves and the Problems They Face?

1. Pain is tied to age, posture, or old injuries: They believe that their condition is likely due to factors like aging, poor posture, or unresolved injuries, and that it may be a permanent part of life.
2. Doubtful about traditional treatments: They often feel that traditional treatments didn’t fully address their issues, leading to recurring pain.

Who Do They Blame for Their Current Problems and Frustrations?

1. Previous healthcare providers: Patients blame past providers for not effectively diagnosing or treating their pain, leading to their current, worsened state.
2. Themselves: Some blame their own choices, like ignoring symptoms earlier, adopting poor posture, or overexerting themselves.

Have They Tried to Solve the Problem Before and Failed? Why Do They Think They Failed in the Past?

1. Failed because treatments didn’t target root causes: Patients feel past treatments were too focused on surface symptoms and not on underlying issues, causing temporary or no relief.
2. Inadequate guidance or follow-up: Lack of proper instructions, personalized care, or follow-up plans often left them unable to sustain recovery.

How Do They Evaluate and Decide if a Solution Is Going to Work or Not?

1. Visible improvements in mobility and pain: Real progress in terms of reduced pain and increased movement assures them a treatment is effective.

2. Referrals and reviews: They rely on word-of-mouth, positive reviews, or recommendations from friends and family to make decisions.

What Figures or Brands in the Industry Do They Respect and Why?

1. Clinics specializing in non-surgical solutions: Clinics with innovative, non-invasive techniques are respected for offering options that align with their desire to avoid surgery.

2. Well-reviewed local physiotherapists: Trust is often placed in local practitioners who are known for their successful recovery stories and personal care.

What Character Traits Do They Value in Themselves and Others?

1. Commitment and resilience: They value people who are proactive about their health and persist through challenges to find real solutions.

2. Empathy and patience: Patients respect providers who listen attentively, understand their pain, and provide compassionate, personalized care.

What Character Traits Do They Despise in Themselves and Others?

1. Neglect and procrastination regarding health: Patients regret their own hesitation in addressing health issues early and dislike seeing similar traits in others.

2. Dismissiveness: They have a low tolerance for healthcare providers who seem indifferent or dismissive of their pain.

What Trends in the Market Are They Aware Of? What Do They Think About These Trends?

1. Growing emphasis on alternative therapies: They appreciate trends that promote holistic, non-invasive therapies as solutions for chronic pain and injury recovery.

2. Innovations in physiotherapy technology: Trends like Class IV laser therapy, shockwave therapy, and chiropractic techniques are viewed positively for their less invasive, effective approaches.

What “Tribes” Are They a Part Of? How Do They Signal and Gain Status in Those Tribes?

1. Wellness and Preventive Health Advocates: Patients often associate with groups that prioritize a proactive approach to health, embracing habits that prevent injuries and maintain mobility. They gain status in these groups by sharing recovery experiences, offering advice on effective treatments, and endorsing clinics or therapies that worked for them.

2. Active Aging Community: Many older patients seek to remain physically active and independent. They participate in online forums or community events focused on maintaining health as they age. Success stories about managing pain or regaining mobility become status symbols within these circles.

3. Fitness and Athletic Circles: Athletes and gym-goers recovering from injuries often share insights on recovery techniques and experiences with different therapies. They signal their status by returning to sports and training faster than expected, especially through advanced treatment options that boost recovery and performance.

AVATAR

Persona 1: Middle-aged office worker with chronic back pain from long hours sitting. Wants quick relief to stay productive.

Persona 2: Retiree with knee pain, wants to avoid surgery and stay independent.

Persona 3: Athlete recovering from a sports injury, looking for an expert solution to return to training.

Persona 4: An individual with limited shoulder mobility, unable to lift their arm for daily tasks like reaching for objects or dressing themselves. Seeking expert help to regain functional movement without surgery.

Persona 5: A stroke survivor or person suffering from partial paralysis, struggling with everyday activities like holding a glass of water or walking without assistance. Looking for a long-term rehabilitation plan to regain independence.