

#### **ABOUT**

Age 26-35 (Hailee, 27)

\$50k-75k

Not married

Holds a bachelors degree

#### **SPIRITUAL APPTRIBUTES**

Uses yoga as a catalyst to deepen spirituality, so Hailee is looking to find a healer that incorporates educational healing workshops into yoga studios.

#### **PREFERENCES**

Instagram

**Facebook** 





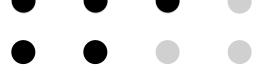




"I like clean visuals most and the scroll feature of instagram is just easy"

**Crystals** 

**Oracle cards** 



"Im curious about learning about the different crystals! I love having my cards pulled, but don't feel ready to be using them myself"

### **MOTIVATIONS**

I like to deepen my spirituality but need the accountability of a like-minded group to hold me to doing the work and showing up.

If I am going to invest in deeper 1:1 healing I want to know my healer first through a mutual community or via a close referral.

I like to see elements of myself and interests in my healer to know they will understand me.

## **CORE NEEDS**

Needs a visually 'clean', pleasing and intuitive site where she can easily see a budget friendly option for group learning, with a healer that she can evolve with into to doing 1:1 sessions with.

# PAIN POINT

Not having a clear website with budget friendly options and ways to 'test out' a healer before investing in their services, such as workshop accessibility and schedule.



#### **ABOUT**

Age 26-35 (Talya, 32)

\$50k-75k

Engaged, not married

Holds a bachelors degree

#### **SPIRITUAL APPTRIBUTES**

Infuses grounding practices such as reiki,
meditation and use of crystals into her wellness
coaching business and would like to grow further.

# **ABOUT**

# Instagram

**Facebook** 









"I only use IG because I find it more useful, its streamlined design & I like scrolling"

# **Crystals**

**Oracle cards** 







"I use both daily, oracle cards personally and crystals for both work and personal use. I would love to work 1:1 to better myself so I can be better for my business and partner."

### **MOTIVATIONS**

I know I would infuse more into my business if I had a healer who understood integrating these practices into other spaces, such as coaching.

I want to work 1:1 because I like to ask questions and dig deep so I want to know there are options for how I want to learn.

I love beautiful websites, but not too done or it feels pretentious and stiff. I want to feel related to.

### **CORE NEEDS**

Needs a visually pleasing and relatable site
where she can easily see 1:1 options for deeper
learning with a healer. Being a business owner
herself, she needs pricing available to budget.

# **PAIN POINT**

On the go I need a website I can quickly use on my phone that is easy so navigate, and not overwhelming to look at on a small screen while still giving me all the details & cost without hunting.