



Says

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

a fitenes
tracker

motivate

smart
medical



Thinks

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

acess to
your
personal

receives
data

ealth care
serives



Persona's name
Short summary of
the persona

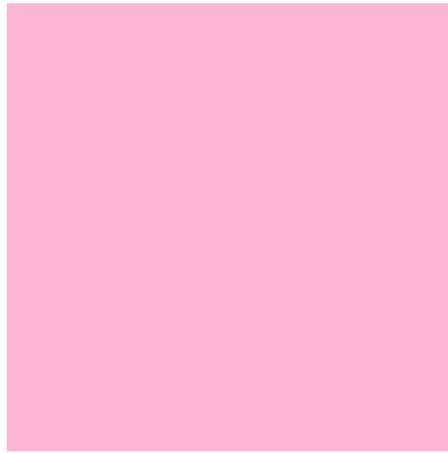
specialist

mutiple
device

istorially
underutilized

excellent

prevention



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?