



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?

Fitness is
very
important to
be healthy

Good health
is only the
real
wealth

These are
different
types patients
in hospital

But the
private
hospital
highly
expensive



Persona's name
Short summary of
the persona

There are
different
types and
size of the
hospital

We should
sleep for
6hours and
8hours dail

Health is
more
important
than money



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?