

Says

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

> I want a user friendly platform

i need quick access to patient records

i wish i could communicate with colleagues more efficiently **Thinks**

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



Patient safety is a top priority

Efficiency is critical in healthcare

I need tools to streamline my daily tasks



See an example

Uses various software for patient management

> Collaborates with colleagues on

Attends training sessions to keep her skills uptodate

patient care

Eager to make the most of this opportunity for change

Concerned about the impact on continuity

Worried about changes.and whether they will be consulted



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?

