



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?

HealthHub  
Medical  
Clinic

Medicine  
types,office  
room,lab  
facilities,test  
types

Doctors,staffs,x-  
ray,scan

Blood  
test,sugartest  
lab,pressure and  
blood pressure  
and Blood sugar  
testing  
equipment

Patient care  
services,Focus  
is on  
patients,Free  
checkups

Camp service  
available,Doctors  
are available

Bad  
services,Ac  
and non-  
room  
facilities

Providing  
location  
services,Patient  
details in excel  
sheet,

People in rural  
areas have  
access to meet  
their medical  
needs,

continous  
feedback  
collection and  
improvement of  
services based  
on patient

we maintain our clinic  
with government  
permission,Developing  
a qualifed medical team  
is essential for quality  
healthcare

Building  
trust and  
strong  
relationship  
with patients

Witnessing  
patients leaving  
will smiles and  
expression of  
gratitude is a  
heartwarming  
experience



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?