



app.mural.co/t/prepari



Untitled mural

View only

**Says**What have we heard them say?
What can we imagine them saying?Where
should I
start?How can I
do this?What do you
think?**Thinks**What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?Which
product is
good for
health?What are the
benefits?It is
necessary ?**Persona's name**Short summary of
the personaCommunicates
with patientsDrink water
everyday

Walks to

Satisfaction

Happiness

Patient

**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?[See an example](#)