



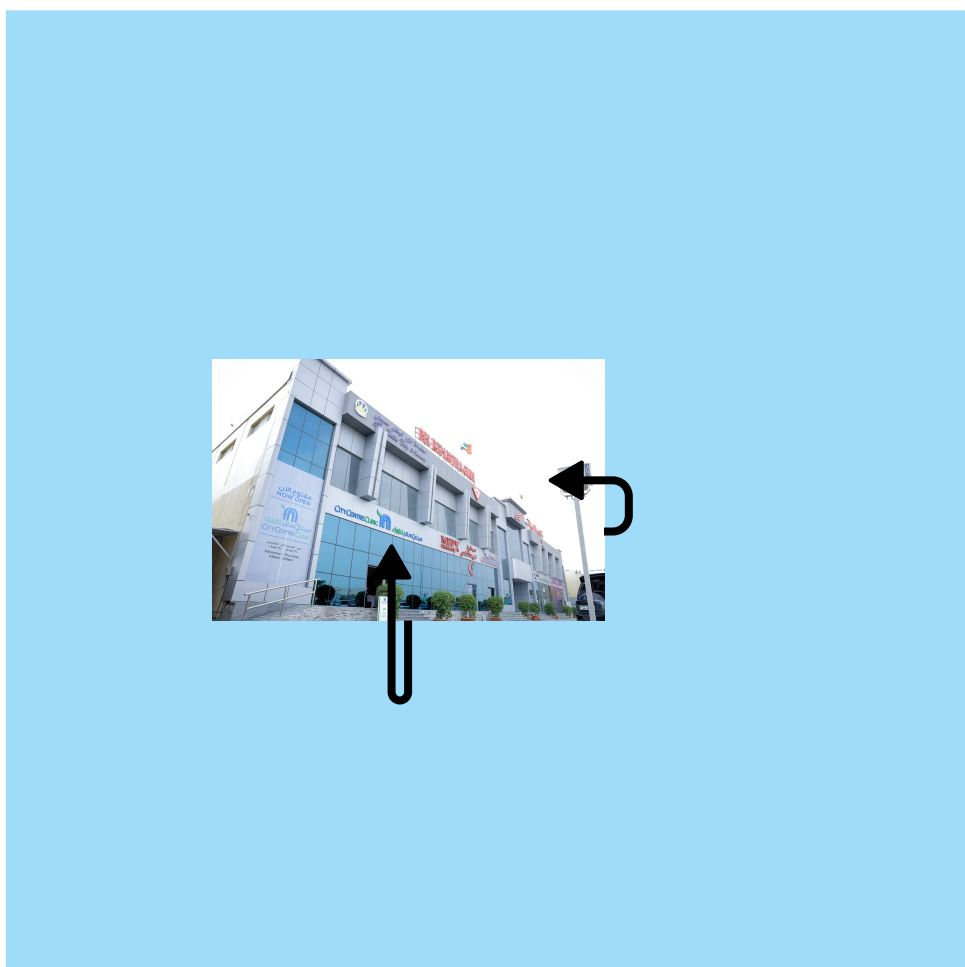
Says

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?



use clinical-  
evidence, smart  
solutions and  
devices to hear  
you better.

HealthHub by Al-  
Futtaim offers  
healthcare clinics in  
Dubai. As a multi-  
speciality clinic, we  
offer the best medical  
expertise in  
specialised treatments,

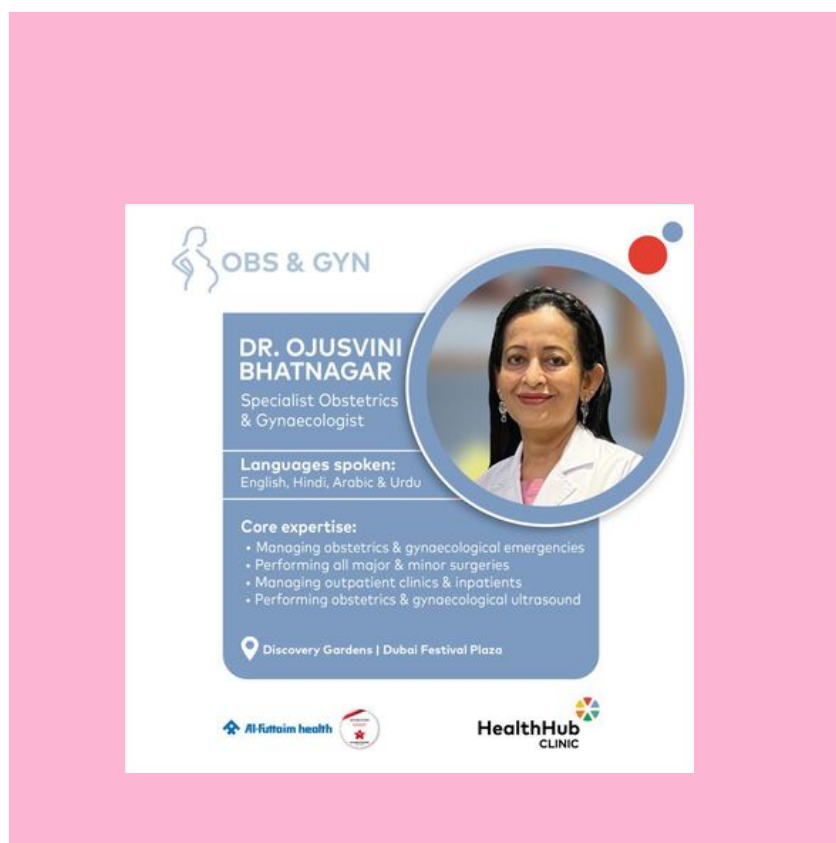
of Zandspruit. With  
limited time and  
attention available  
to patients with  
diabetes or  
hypertensio

A need for healthcare  
innovations. We have  
all heard the adage  
that economic  
development results in  
higher standards of  
living.



Persona’s name

Short summary of  
the persona



The electronic  
medical record  
system not only  
allows for better ,  
personalised  
healthcare

observe, record, and  
rectify unsafe behavior  
to improve workplaces  
safety by building a  
culture of safety and  
encouraging total  
employee involvement

emotions can also affect  
our behavior directil as in  
the case of aggression or  
behavior that is focussed  
on hurting otherswhen a  
person feels  
frustration,anger,tension,or  
fear

anxiety causes  
frustration and anger  
while many people  
think anxiety  
immediately leads to  
feelings of anger it  
usually leads to  
frustration



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?