

Says

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

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



Thinks

The minister of health and health promotion board

Works to decode the complexity of health system

Health hub
provide acess to
yourpersonal
hospital records
lab test results for
chronic disease

Intuitive user interface and navigation flow

Then applies this understanding to design and evaluate interventions

An approach to innovation that produces more comphreshensive solutions



Persona's name

Short summary of the persona

ommunity
health centre
plays an
important role

Regular in-patient and out-patient health care services implementation of family

Prevention and control of endemic disease, basic, sanitation, immunisation etc.

Worrying about your health, feeling anxious or over whelmed

Allow us to experience an endless array of emotion

Most people think that expressing emotion is good for our mental



Does

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



