



Says

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

Interviews
Focus groups
Surveys
Social media
Patient feedback

Survey
Interview
The website
Patients' direct
feedback channel

Feedback
The website
generally asks
about quality of the
patient's experience

Patients report
being surprised
when they
report problems
to the website after
the visit goes

Health care
providers often do
the best possible
at the time in the
medical industry

Patients
report that the
first point in
the process



Does

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

[See an example](#)

Thinks

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



Patients
think that the
website is
easy to use
and that it
provides a good
experience

Most patients
think that the
website is easy
to use and that
it provides a good
experience

Patients think
that the website
is easy to use
and that it
provides a good
experience

Patients
think that the
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and that it
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Patients think
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Feels

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