



**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?

Patient Safety  
& Regulatory  
Compliance

improve inventory  
managementand  
reduce wastage  
processes

preventing harm to  
patients and  
maintaining public  
trust in the  
pharmaceutical  
industry.

crucial for  
patient  
safety.

Combating  
Counterfeits

Traceability  
allows for  
monitoring and  
controlling the  
quality of drugs.



relevant  
technologies  
(Like blockchain,  
RFID, QR codes)

Set clear  
objectives

monitor the  
performance and  
security of the  
traceability  
system.

Critical  
aspects of  
public health  
and safety

Elicit a mix  
of emotions

Careful planning  
and commitment  
to ensuring the  
well  
being of end user  
s



**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?