



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?



Feels

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



Does

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

 [See an example](#)



VACCINE TRACKING TRANSPARNT

Eligibility
Verification
&
Prioritization

Appointment
Scheduling

Pipeline
Forecasting

Vaccine
Procurement

Vaccine
Distribution

Storage &
Inventory
Management

Dosage
Management

Continuous
Monitoring
& Oversight

Vaccine
Administration

Adverse
Event
Reporting

Vaccine
Administration
Records

Multi
Channel
Citizen
Registration