



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?

I Wish the clinic had more flexible appointment scheduling options

Wants easy access to healthcare services

I would like shorter wait times to see the doctor

The staff of Healthhub Medical Clinic has always been understanding and caring

Recovery from their illness and ability to maintain good health

Healthcare facilities that are physically accessible with accomadations



schedules appointments online because it's more convinient

Feels anxious when waiting for appoinment

Arrives at the clinic a bit early

Feel frusturated if their concerns are not adequately addressed

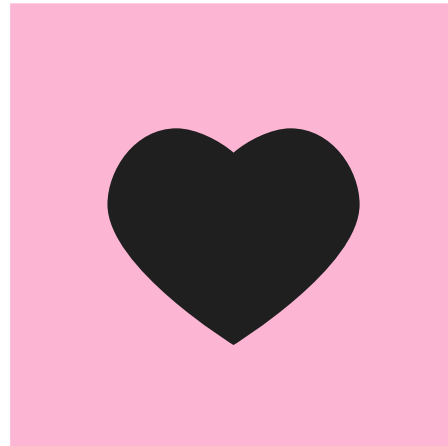
Fears of medical procedures and high medical bills

Looks up symptoms and potential diagnoses before appointemnet



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?