



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?

What is a
medical
clinic?

primary care
doctors

routine
medical care

medical
attention
when you're
sick

specialized
doctors, such as
gynecologists,
cardiologists, or
dermatologists

nurse
practitioners



Persona's name
Short summary of
the persona

Types of
medical
clinics

physical
therapists

Specialized
clinics
Community
health
centers

mental health
professionals,
such as
psychologists,
psychiatrists

registered
nurses

Addiction
services
clinics



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?