



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?

please fill out  
these forms  
with your  
personal  
information

wants: patients  
want effective  
medical  
treatment and  
care

what brings  
you in today?  
can you  
describe your  
symptoms

let's check  
your blood  
pressure and  
temperature

need: they  
need access  
to appropriate  
medications  
and  
treatments

hopes: they  
may hope to  
regain their  
health and  
quality of life



Persona's name  
Short summary of  
the persona

medical procedures  
:some patients may  
undergo medical  
procedures or tests,  
such as blood  
pressure  
measurements, blood  
tests, or x-Ray

emotional reactions:  
patients may exhibit a  
range of emotions, such  
as anxiety, relief, or  
frustration, depending on  
their medical condition  
and the outcome of thire  
visit

emotional distress:  
patients dealing with  
chronic illnesses or  
difficult health  
situations may  
experience sadness,  
depression, or grief

hygiene and sanitation:  
petients and staff follow  
hygiene and sanitation  
protocols, including  
hand washing and  
mask-wearing,  
particularly in light of  
infectious diseases

social isolation:  
some patients may  
feel socially isolated  
due to their health  
conditions, lending  
to loneliness and  
depression

uncertainty: the  
uncertainty of the  
medical journey  
and outcomes  
can cause  
anxiety and fear



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?