



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?

we are increasing efficiency and organization within system, eliminating waste..


mentally preparing for medical appointment..

consistently defending health habits....

why do we believe this medical clinic..?.

why I was recommending this clinic for others.....

I think the doctor's attitude is rude



**Persona's name**  
Short summary of the persona

fear

excited

more research

makes small decisions..

observes about medical clinic

The clinic is always noisy and overwhelm...

Usure who to trust



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?

