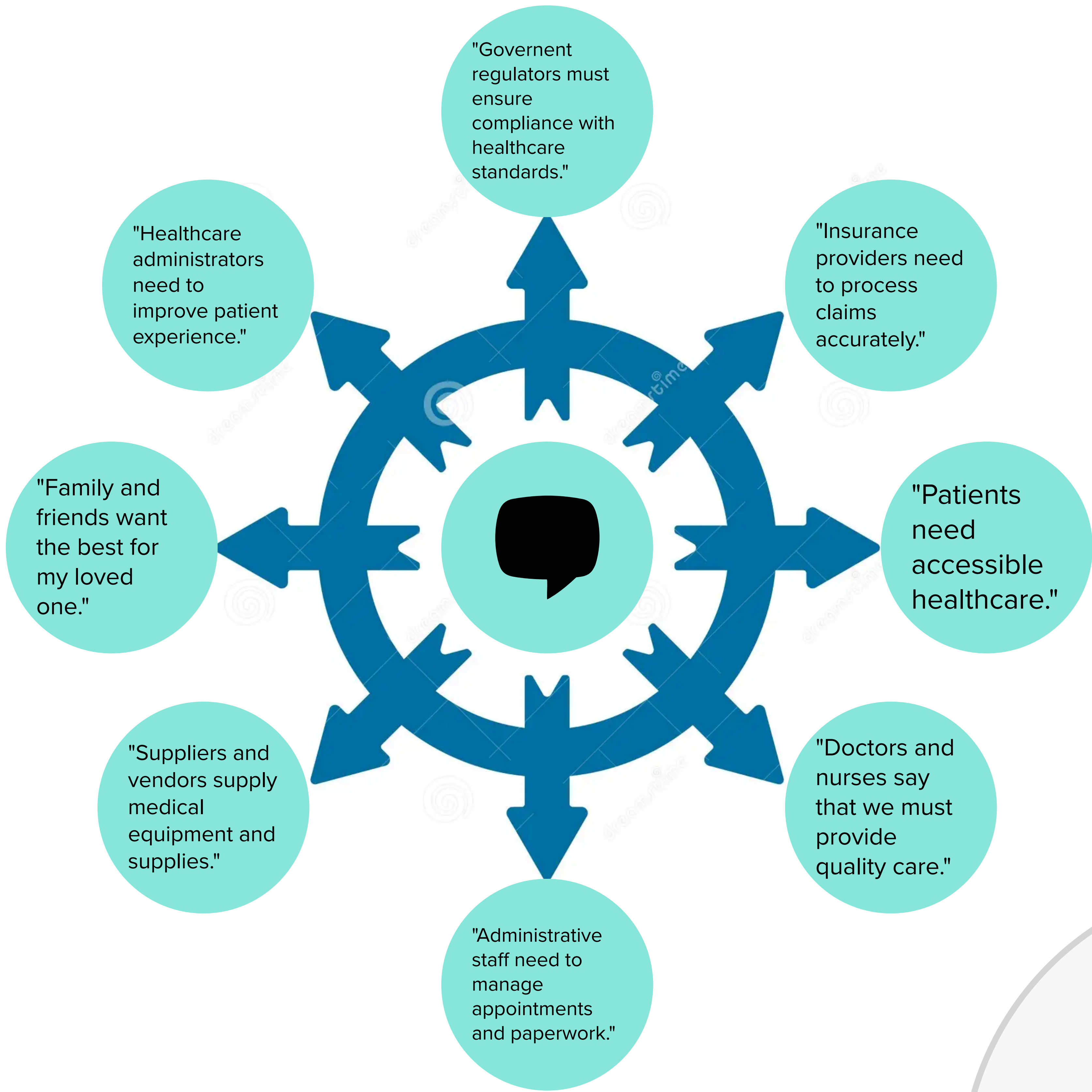




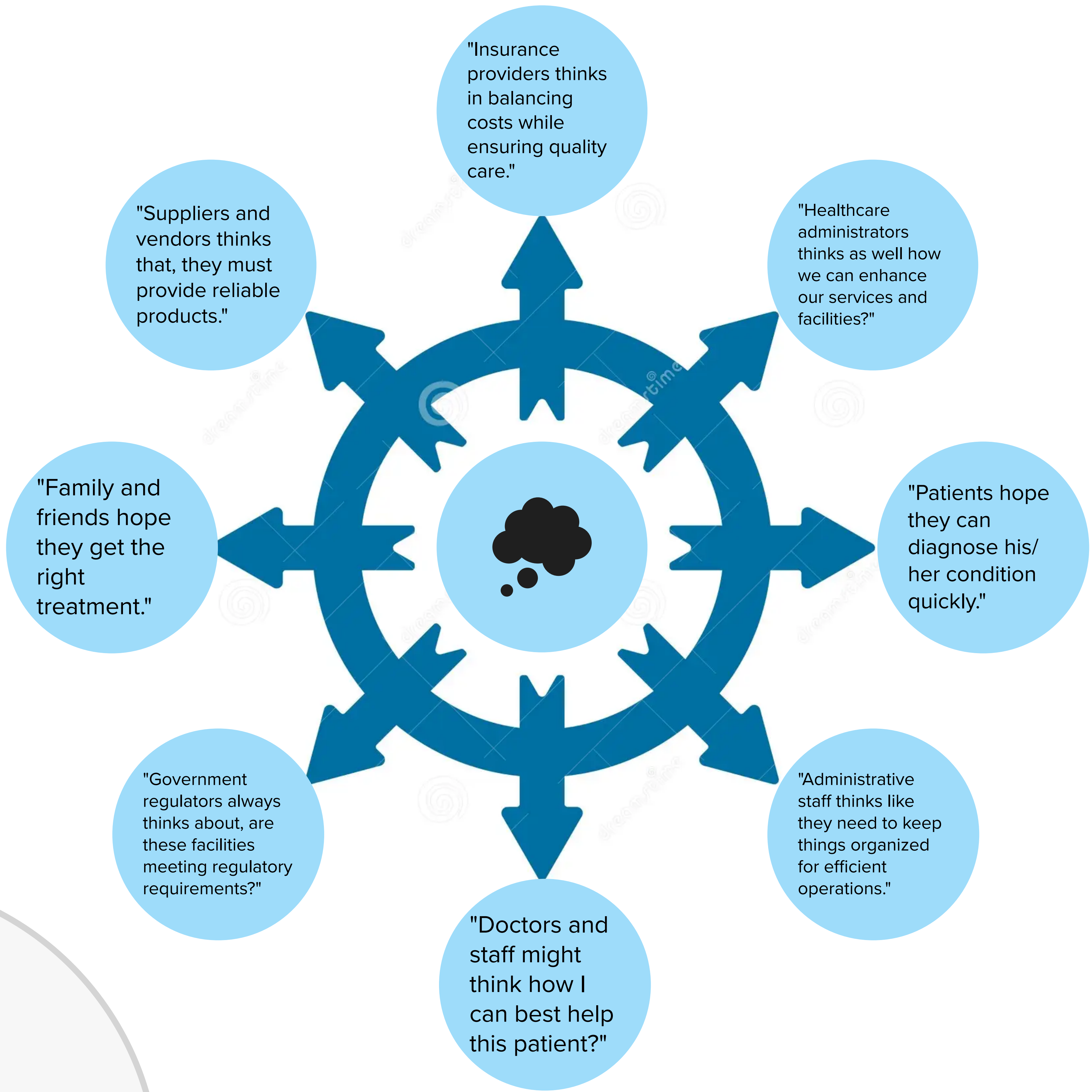
Says

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?



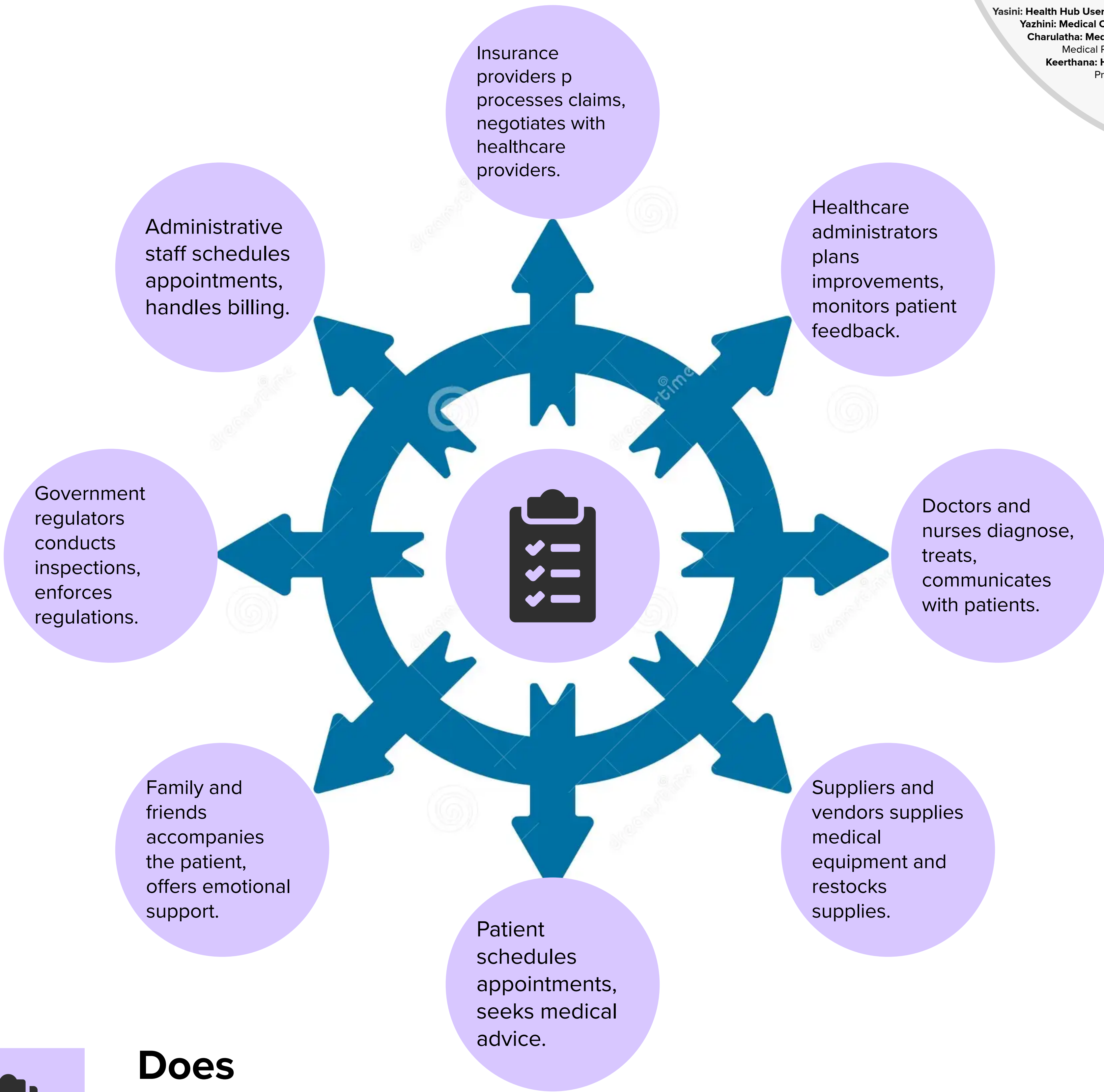
Yasini-Health Hub User
Yazhini-Medical Clinic Patient caretaker
Charulatha-Medical Clinic Caregiver
Keerthana-Health Hub Fitness Enthusiast

Yasini: Health Hub User-Researching Health Information, Booking Appointments, Managing Medical Records.
Yazhini: Medical Clinic Patient Caretaker-Monitoring Vital Signs, Communicating with Specialists.
Charulatha: Medical Clinic Caregiver-Accompanying Loved Ones to Appointments, Managing Medical Records for Family Members, Discussing Treatment Plans with Doctors.
Keerthana: Health Hub Fitness Enthusiast-Accessing Workout Plans, Tracking Fitness Progress, Setting Nutrition Goals, Interacting with Virtual Trainers.



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?

