



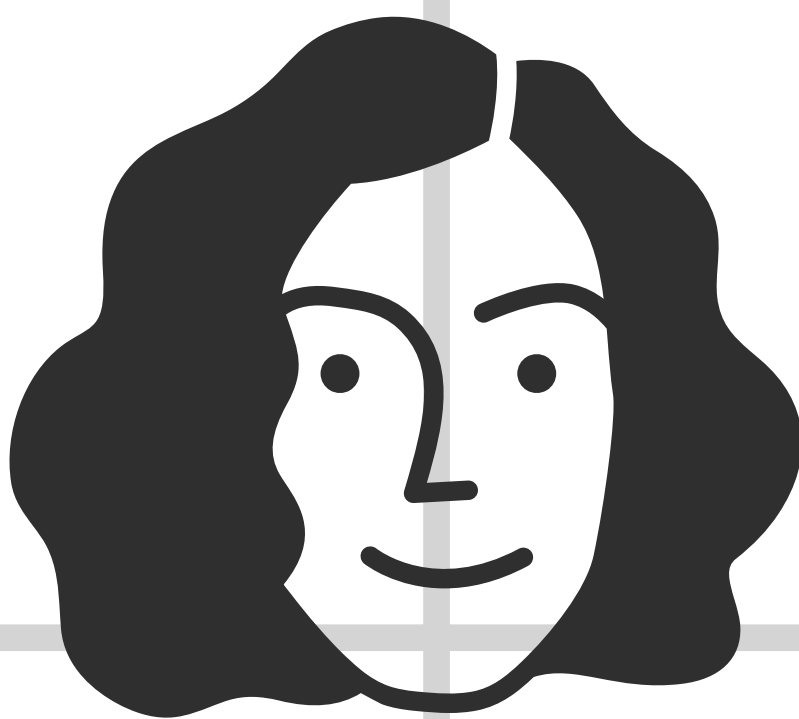
Says

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?



HEALTH HUB
AND MEDICAL
CLINIC

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..?.

I think the
doctor's
attitude is
rude

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

makes
small
decisions..
.

more
research

observes
about
medical
clinic

fear

The clinic is
always noisy
and
overwhelm...

excited

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?

