

Says

What have we heard them say?
What can we imagine them saying?

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



Thinks

To maintain proper record about the patient

P a fa

Patients easily access all the facilities provided by the clinic

To make insurance facilities to the patients

To provide convenient service to the patients

patients need not want for long time to get a report

All the reports are must be computerized for easy access and future reference



Persona's name

Short summary of the persona

all the necessary details are retrieved easily In Zoho books

Patient
details are
recorded in
Zoho
books

All the billing and invoices are maintained in Zoho books

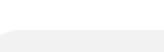
All the financial statements are generated in Zoho books

All the services are provided to the patients whenever the patient required that

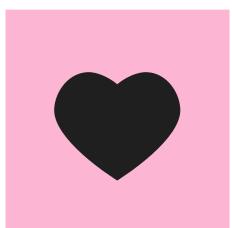
To increase goodwill of the clinic

Does

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



Feels

