



**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?

centres for  
medical  
research

incubators for  
medical  
innovation  
and  
technology

aims to bring  
latest  
technology in  
medical  
service

what is the  
purpose of  
medical hub

How do i  
use health  
hub

what are the  
functional of  
medical hub  
medical clinic



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

offer  
emergency  
medical  
attentoin

provide  
accass to  
personel  
hospital  
records

primary care  
physician  
and  
surgeons

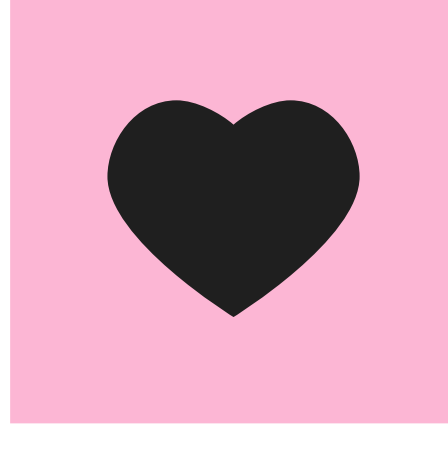
health hubs  
are more  
comfortable  
to rural  
peoples

multispeciality  
hospital  
treatments

affordable  
health care  
service



**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?