



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?

looking for
something
reliable?

comfortable
for all?

where
shoud I
start?

features?

why is this
so hard?

what is best
for me?



health hub medical clinic
Short summary of
the persona

time
duration?

anxious

speciality?

more
research

fear

inadequate



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?