Wants easy

access to

healthcare

services



Thinks

I wish the clinic had more flexible appointment scheduling options

What have we heard them say?

What can we imagine them saying?

I would like shorter wait times to see the doctor

The staff of healthhub medical has always been understanding and caring

HealthHub

Recovery from their illness and ability to maintain good health

Healthcare facilities that are physically accessible with accomadations

Schedules appointments online because its more convinient

Looks up symptoms and potential diagnoses before appointment

Arrives at the clinic a bit early

Feels anxious when waiting for appointment

Feel frustrated if their concerns are not adequately addressed

Fears of medical procedures and high medical bills

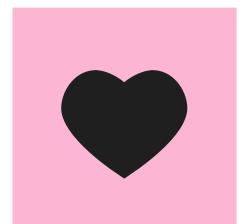


Does

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?



Medical

Clinic