



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?

routine
medical
care

an organised
medical
services
offering
diagnostic

mentaly
health
provisions

cleanliness

professional
doctres and
nurse

friendly
and non-
threatning
atmosphere



Persona's name
Short summary of
the persona

Do-wait
to visit
docter

Get
treatment

Get
appointments
of
doctors

caring
and
empathetic
staffs

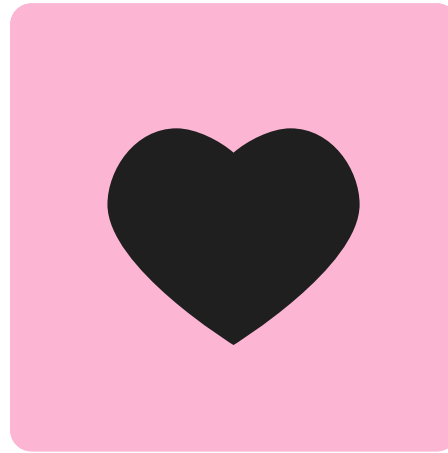
respect
for their
data
preivacy

A comfortable
and
safe
atmosphere



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?