



**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?

Who is the operator or health hub.

Will records from private sector health care providers be included in health hub as well.

The clinic staff are extremely helpful and the doctor is excellent.

The staff was helpful and kind.

Who can access health e-services.

What type of health records are available on health hub where are these health records retrieved from.

They ensured I have booked my follow up.

I am so glad I chose to go to the pharmacy in the same clinic the pharmacist was also kind and friendly.



**Persona's name**

preparation and maintenance of zohobooks for health hub medical clinic

Select a profile in appointment tap make new appointment.

Select a health care institution or polyclinic.

All of the staff was great they were helpful patient and helped with my insurance.

The on site pharmacy is great as well.

Pick a service.

Select a date/time slot.

The would highly recommend it to any one.

The clinic staff are extremely helpful and the doctor is excellent.



**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?