



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?



Persona's name
Short summary of the persona

proper food is
the basic
requirement
of health

Regular
Health
Checkup
importance

Correct time
tablet must
be taken a
person

Effective
Treatment

Concerns
about their
health
condition

Hope for a
proper
diagnosls and
effective
treatment

Experiencing
peace and
happiness

Ready to take
up new
responsibilities

Hope for
a proper
diagnosis

Schedule
appointments
either online
or by phone

Hospital
facility is
very clean

well
experienced
doctors at
the hospital



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?