



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?



Capital

Location

Doctor

Physiotherapy clinic

Innovative ideas

Right person

Land mark

Ratings and reviews

Advertisement

Customer

Home care

100% of pure medicine



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?