



Says

What have we heard them say?  
What can we imagine them saying?

I need a reliable medical clinic for my regular check-ups."

"Managing my chronic condition is a priority, so I need a clinic that specializes in it."

Convenient location and flexible appointment scheduling are essential for me."  
- "I value a friendly and knowledgeable staff who can answer my questions."



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

**\*\*What Sarah Thinks:\*\***  
- "I hope this clinic can provide personalized treatment plans for my chronic condition."

- "It would be great if they offer telemedicine options for minor consultations."

- "I want to feel comfortable and at ease during my visits."

- "It would be great if they offer telemedicine options for minor consultations."



Health hub  
medical  
clinic

- Anxiety about her chronic condition.

- A need for reassurance and empathy from healthcare professionals.

- The importance of convenience to balance her busy work schedule.

- Reads patient reviews and ratings.  
- Books appointments during her lunch breaks or after work.

- Researches online for clinics specializing in her condition.

- Books appointments during her lunch breaks or after work.



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?