



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?

maitain  
healthcare  
facilities

Generate  
statement  
for patient

efficent  
billing  
process

fiancial  
transparency

Service fees  
,manage  
insurance

Web  
,intranet



Persona's name  
Short summary of  
the persona

Support  
agents

Reports to  
CEO

Lead  
customer  
supplier

Accounting  
and  
invoicing

Sales  
sourcing

Customer  
support



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?

 [See an example](#)