



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?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?



Does

What behavior have we observed?  
What can we imagine them doing?



Persona's name

Short summary of the persona

how i can take  
appointment  
for daters in  
helpthhub  
center

doyou offer  
virtual  
appointments

healthhub is a  
rich legacy of  
enriching lives  
of people in  
UAE

healthhub  
clincs and  
pharmacies in  
brought to you  
buy al-futtaim

it performing  
minor surgeries  
at our day  
surgery  
centre

are you  
continue to  
take walk -in  
appointments?

what arethe  
steps are  
goard in health  
hub medical  
clinic?

what are the  
polices are  
person  
appointments?

its is  
extremely  
helpful to  
doctors  
excellent

it across by  
location with  
attached  
pharmacies in  
dubai

facility relies on  
zoho books to  
manage patient  
billing and  
invoicing

medical  
services fees  
manage  
insurance  
payments

healthhub  
isaacenter of  
excellces

it satisfied  
the online  
booking  
appointment

generate  
statements  
for patients

it was highly  
specialised  
teratements

ensure  
efficient  
billing  
process

healthhub  
provides full  
service  
medical clinic

its a best way  
of spread  
awarress of  
healthy  
division

healthhub  
clinic has  
smart  
healthcare  
solution