

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

i can do this

I want to  
have less  
fights with  
my life

i am  
motivated

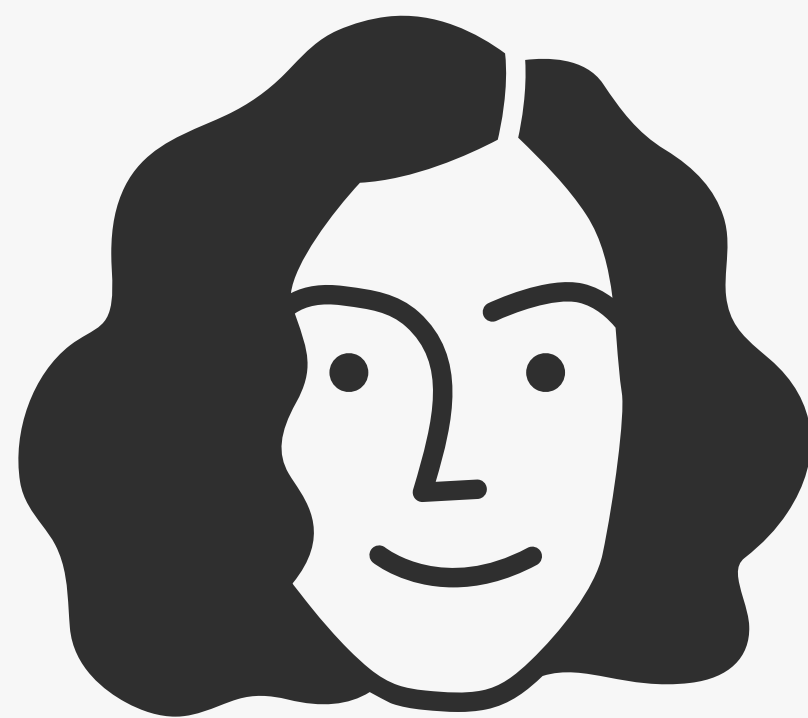


**Thinks**  
What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

responsibility

Ability to  
cope with  
the situation

Not able to  
change  
things



**Healthhub**  
Short summary of  
the persona

Dont dare to  
say  
workholic

Make an  
inventory

only drink  
water dont  
drink fast  
food anymore

Down  
unattractive

Frustrated  
insecure

Loneliness



**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](#)