



Says

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

1.What do patients at Health Hub Medical Clinic say? This can include their concerns, questions, or feedback.



Thinks

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

What might be going through their minds? This can encompass their worries, expectations, or goals related to their health.



Persona’s name

PREPARATION AND
MAINTANCE OF ZOHO BOOKS
FOR HEALTH HUB MEDICAL
CLINIC

4.What actions do patients take at the clinic? This could involve checking in, filling out paperwork, or discussing symptoms with medical staff.

3.What emotions do patients experience when visiting the clinic? This can range from anxiety or fear to relief or comfort.



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?