What might be going

through their minds?

This can encompass

their worries,

expectations, or

goals related to their

health.

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.

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



Persona's name

PREPARATION AND
MAINTANCE OF ZOHO BOOKS
FOR HEALTH HUB MEDICAL
CLINIC

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

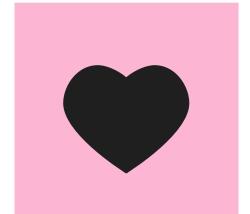
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medical staff.

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



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



Feels

