



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?

HEALTH
HUB

DERMATOLOGY

MEDICAL
CLINIC

A
COLLECTION
OF CLINICAL
PROGRAMS
AND CENTERS

SUCH AS
CLINICAL
PROGRAM
AND
CENTERS

A PART OF THE
LARGER
ORGANISATION



HEALTH HUB MEDICAL CLINIC
Short summary of
the persona

A PEOPLE
PERSON
INTERACT WITH
INCLUDING
FAMILY AND
FRIENDS

COMMUNITY
ORGANISATION
THERE
PROVIEDERS

HEALTH CARE
ADMINISTRATION

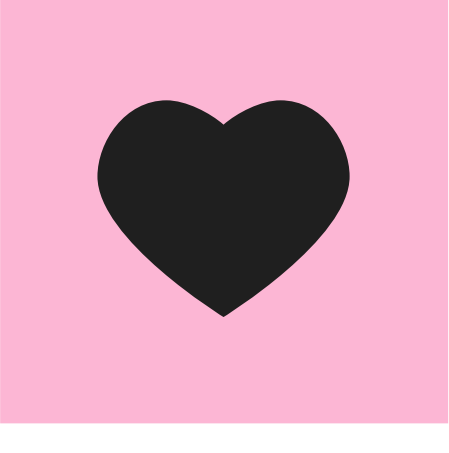
our emotion
explorer

experiencing
them period
of time

public health
care
institution



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?