



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?

Efficient
finances
ensure better
patient care.

I want to focus
on patient
well-being, not
spend hours
on paperwork.

Staff - Treats
patients, updates
medical records.
Patients - Seek
medical care,
receive invoices.

Staff -
Empowered
when tasks
are
streamlined.



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?



doctor
Short summary of
the persona