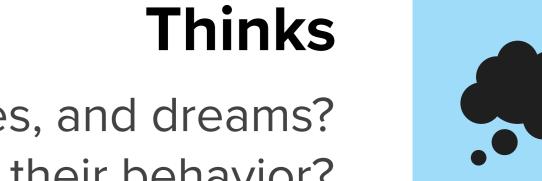


Says

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

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.



doctor

Short summary of the persona

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



Staff Empowered
when tasks
are
streamlined.

Feels

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



Does

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

