



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?

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How to choose the candidates?

Which state has more candidates?

Which candidate is more loyal ?

What is candidate's duty ?

Which party has maximum candidates?

Candidate's minimum educational qualification?

What will the candidate do for people?

What was the candidate's character?

More research on candidates

Collect candidates list

Excited

Social revolution

Observe candidates qualifications

Compare the candidate's social wealth

Powerful

Trust issues



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?