



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?



Graphs and charts illustrating candidate data.

People are curious about candidate performance and data patterns.

Headlines and article titles related to the election analysis.

Social media posts sharing insights and findings.

They want to make informed decisions based on the analysis.

They question the trustworthiness of the data used in the analysis.

They share the analysis and engage in discussions.

Some attend events and debates.

Audiences are excited about data-driven insights.

They look for more related resources.

They feel empowered by gaining political knowledge.

Some feel a sense of responsibility for the political situation.



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?