



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?

Craft campaign speeches and messages to resonate with voters

Engage in public debates and discussions

Concerns about election strategies and campaign messages

The importance of gathering accurate data and statistics

The desire to connect with voters and gain their trust



PEOPLES

Attend rallies, meetings, and events to connect with constituents

Analyze data and statistics to make informed decisions

Pressure to perform well in the elections

The need to convey their political agenda effectively

The excitement and anxiety associated with the election process



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?