



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?

Discusses candidates' strengths and weaknesses with friends and family.

Evaluates the candidates' track records and past performances

Talks about the potential outcomes of electing specific candidates.

Shares opinions about candidates on social media platforms.

Analyzes media coverage and debates about the candidates.

Considers the impact of candidates' decisions on local and national levels.



Persona's name

Short summary of the persona

Participates in surveys and opinion polls.

Volunteers for campaigns that align with personal beliefs.

Feels a sense of responsibility to make an informed choice.

Researches candidates online and offline.

Feels empowered when discussing politics.

Feels excited about candidates who align with their values



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?