



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?

"I want to make a difference with my vote".

"I 'm not sure how the voting process works".

"I should research the candidates and issues".

"I'm excited about participating in the election".

"Walk do the different candidates stands for?"

" What are the issues that matter to me?"

"How do I register and where is my polling place?"

"Can I trust the information I find online?"

First time voter

Registers to vote and verifies registration status.

Researches candidates, their platforms and voting records.

Plans the logistics of getting to the polling place.

Encourages friends and family to vote.

Confused about the voting process.

Exicted above participating in democracy .

Hope ful that there vote will contribute to positive change.

Empowered by the opportunities to have a say.



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?