



**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 am committed to representing the interests of my constituents.

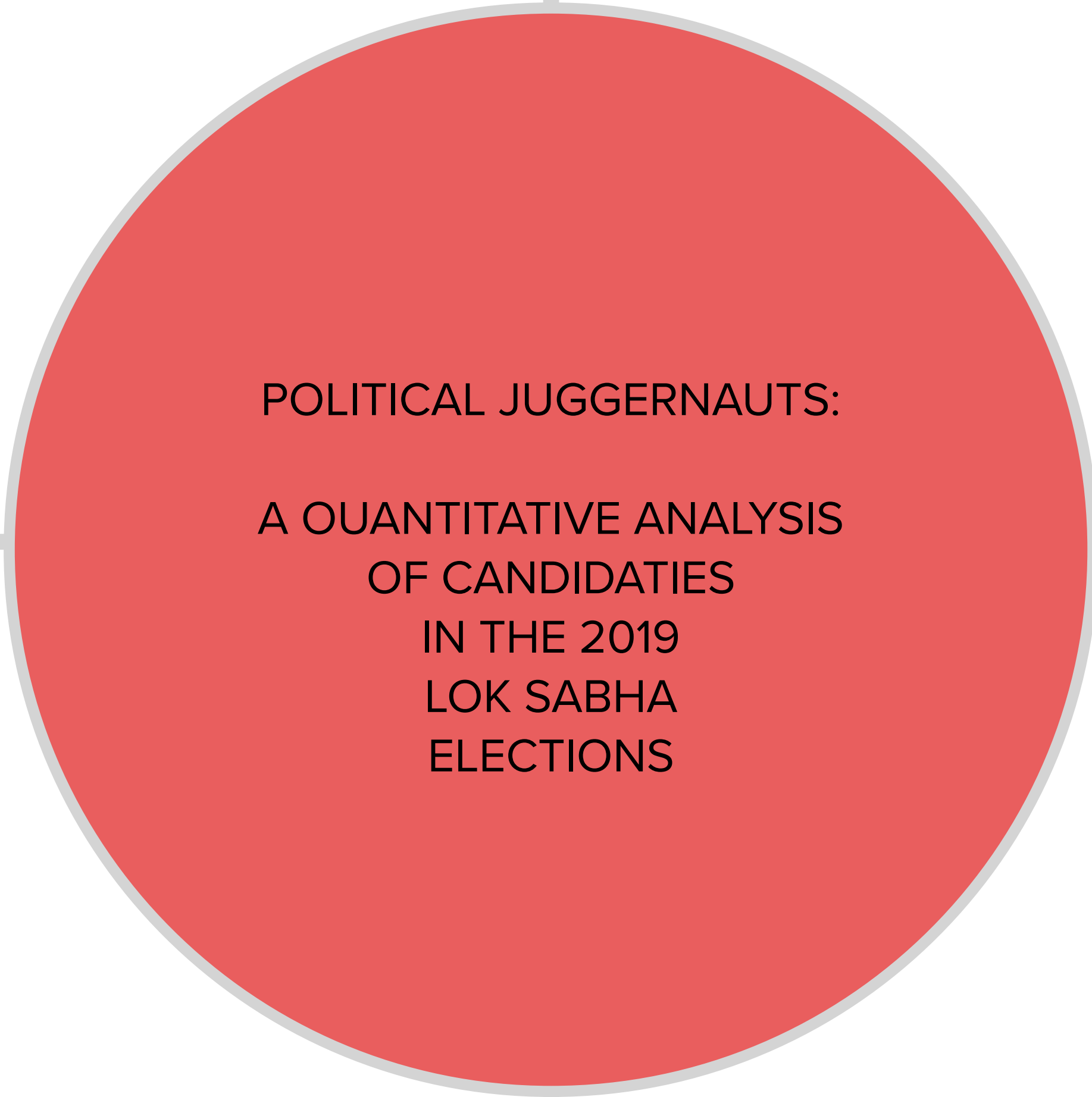
I must connect with voters on important issues.

Winning this election is crucial for my party's success.

What are the key issues that matter to my constituency?

How can I differentiate myself from my opponents?

"I need a data-driven strategy to target swing voters."



Attend rallies and public events to connect with voters.

Analyze voter data and polling results to adjust campaign strategies.

Participate in grassroots campaigning and door-to-door outreach.

Anxiety: Concerned about winning and the impact on their party.

Determination: Driven to connect with voters and address their concerns.

Hope: Belief that their policies will bring positive change.



**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?