



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?



Persona's name

Short summary of the persona

Economic security to low income families.

Right to health care and housing.

Training and employment opportunities to ten core youth in 5 years.

Statistical analysis: They think about statistical techniques and models to use for quantitative analysis.

Data sources: Researcher consider the various data sources available for election data and record.

The thought receive around identifying political trends in candidate performance.

Intrepet facial expression.

Watch for physical movement.

Most people can visualize a loved one's face or the best meal they've ever had.

Fear is the response to a perceived threat, while anxiety involve worry about a threat that has not yet, or may never happen.

The journalist Adam Curtis argues that politicians use fear to increase their power and control over society.

The power of nightmares the rise of the politics of fear.



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?