

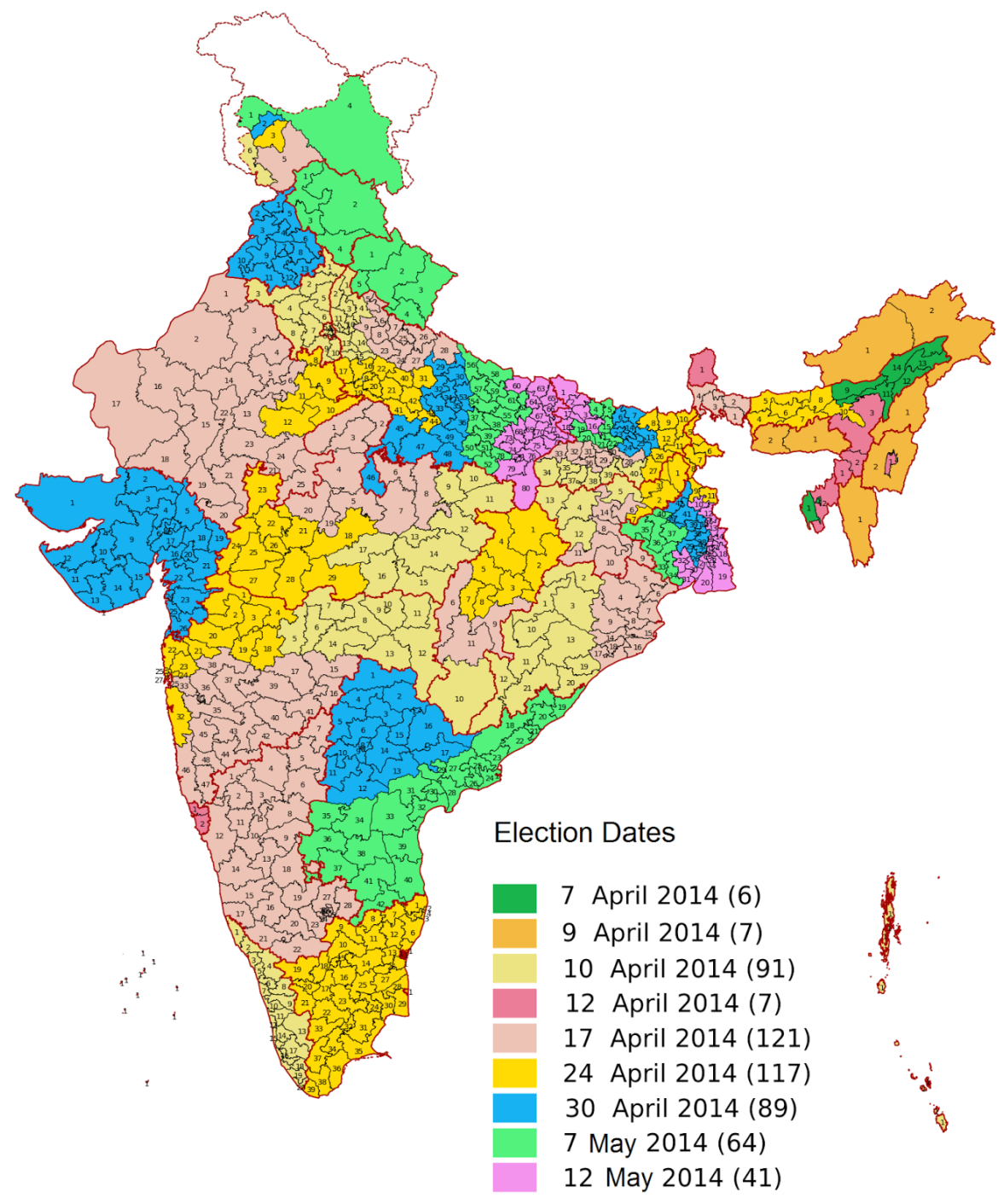
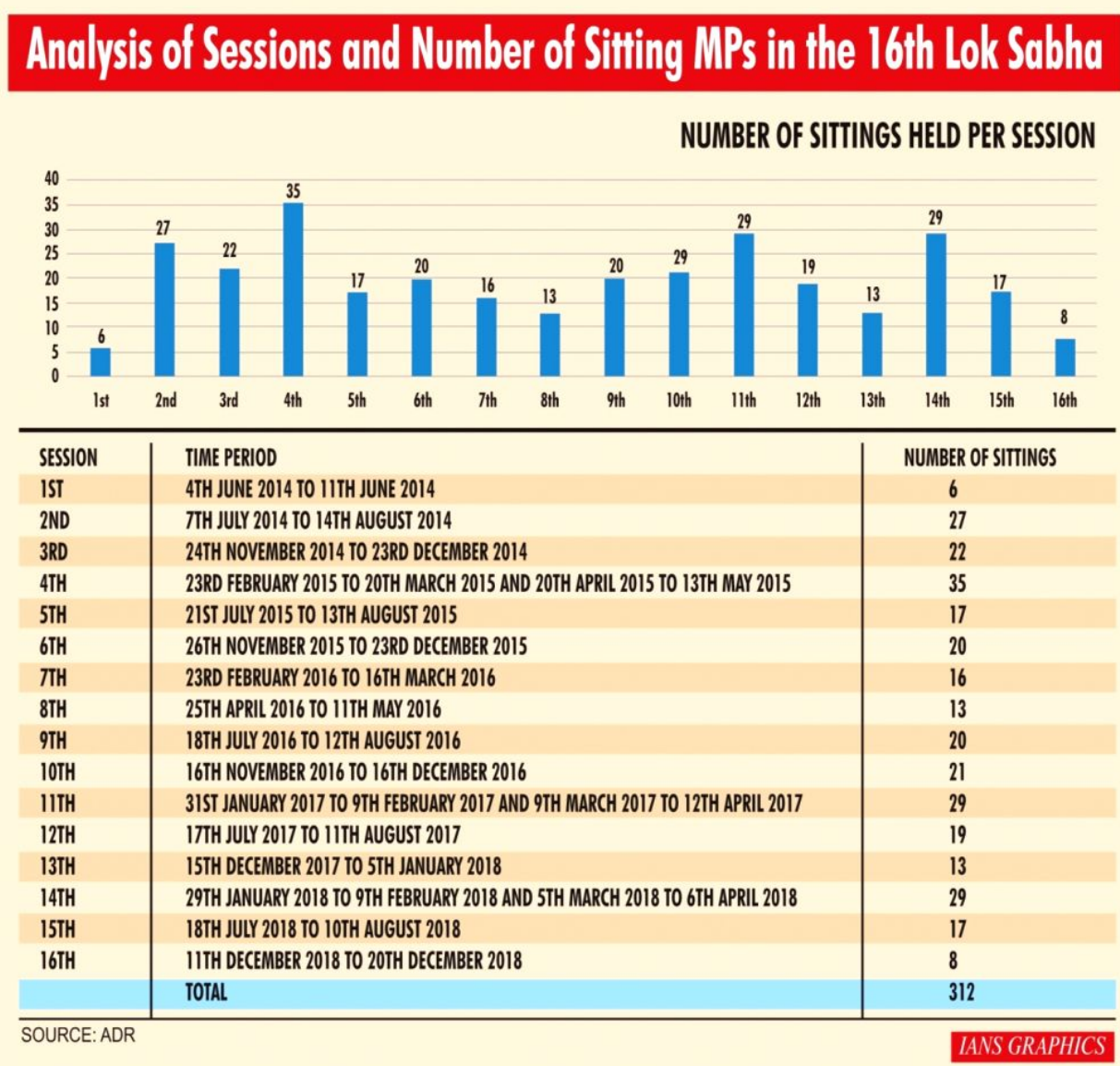
Says

What have we heard them say?
What can we imagine them saying?

Voters:
Anxiety,
hope,
skepticism

Opinions,
concerns,
voting
intentions.

Candidates: They
might say, "I need
to focus on key
issues to win the
voters' trust."



What are their
research goals,
hypotheses,
and
expectations



What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



POL

ALYSIS

Persona's name

Short summary of
the persona

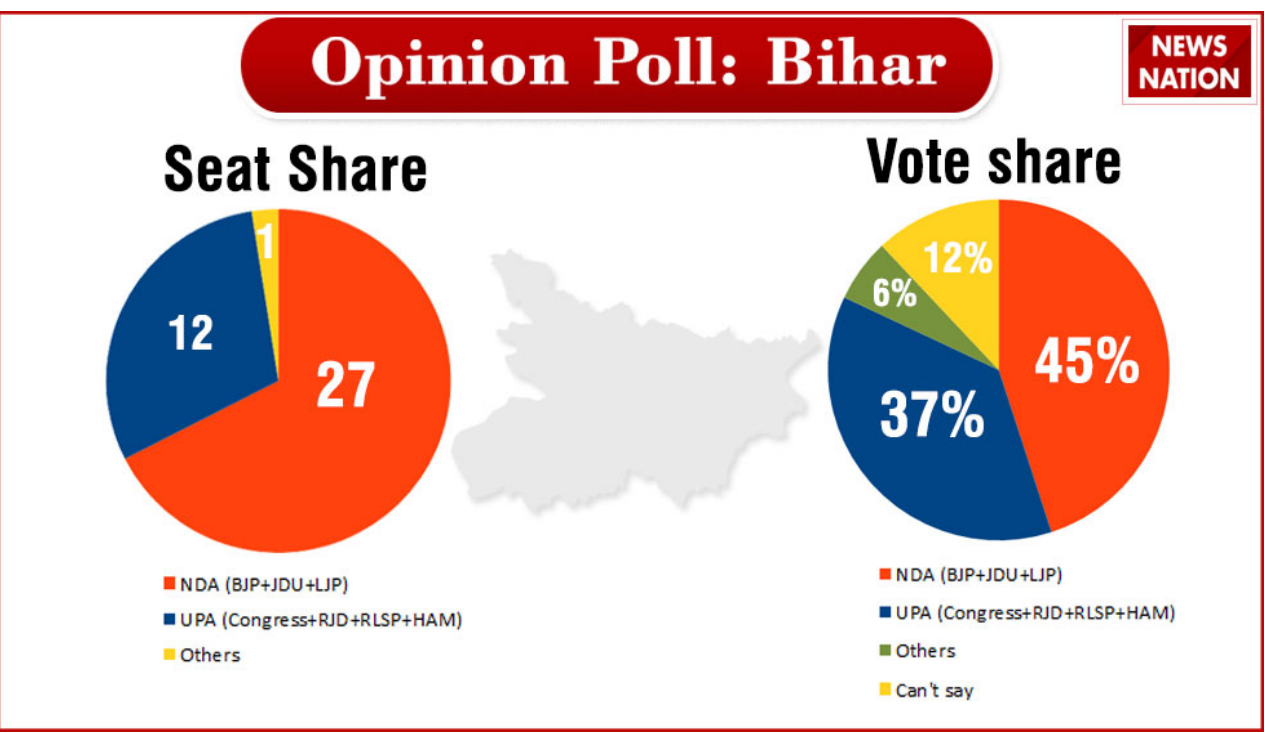


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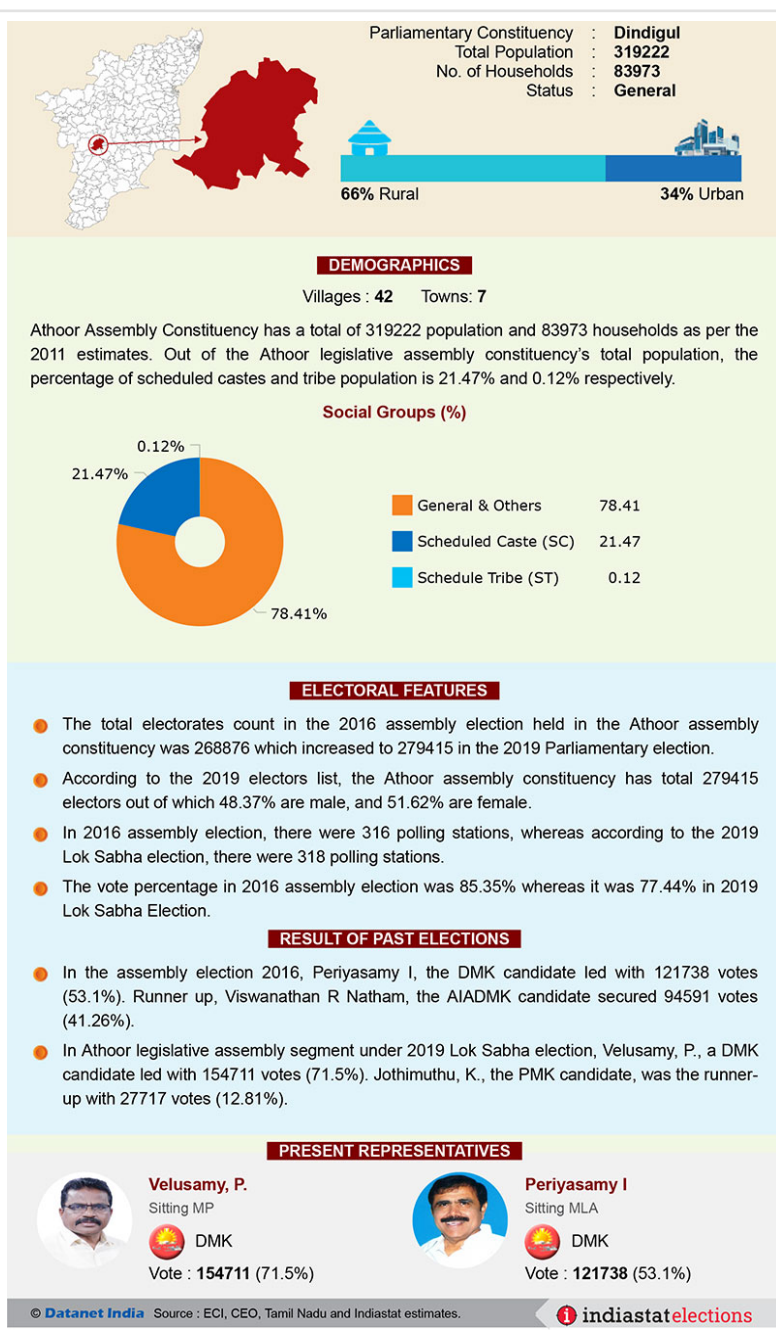
What actions might
they take after
reading the
analysis, such as
sharing it or
discussing it with
others?

What actions
might candidates
take in response
to the findings,
such as adjusting
their strategies

What actions did
they take to
collect data,
conduct analysis,
and present their
researc



How do they feel
about the
significance of
their findings and
their contribution
to political
analysis?



What emotions
or biases might
influence media
coverage of the
analysis?

How do they feel
about the potential
implications of this
analysis on
governance and
decision-making?



Does

What behavior have we observed?
What can we imagine them doing?

See an example



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?