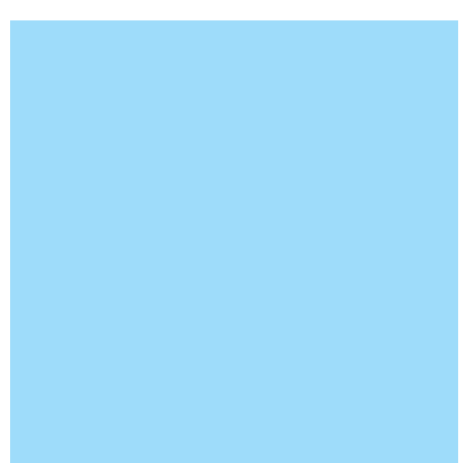




Says

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?

Graphs and charts illustrating candidate data

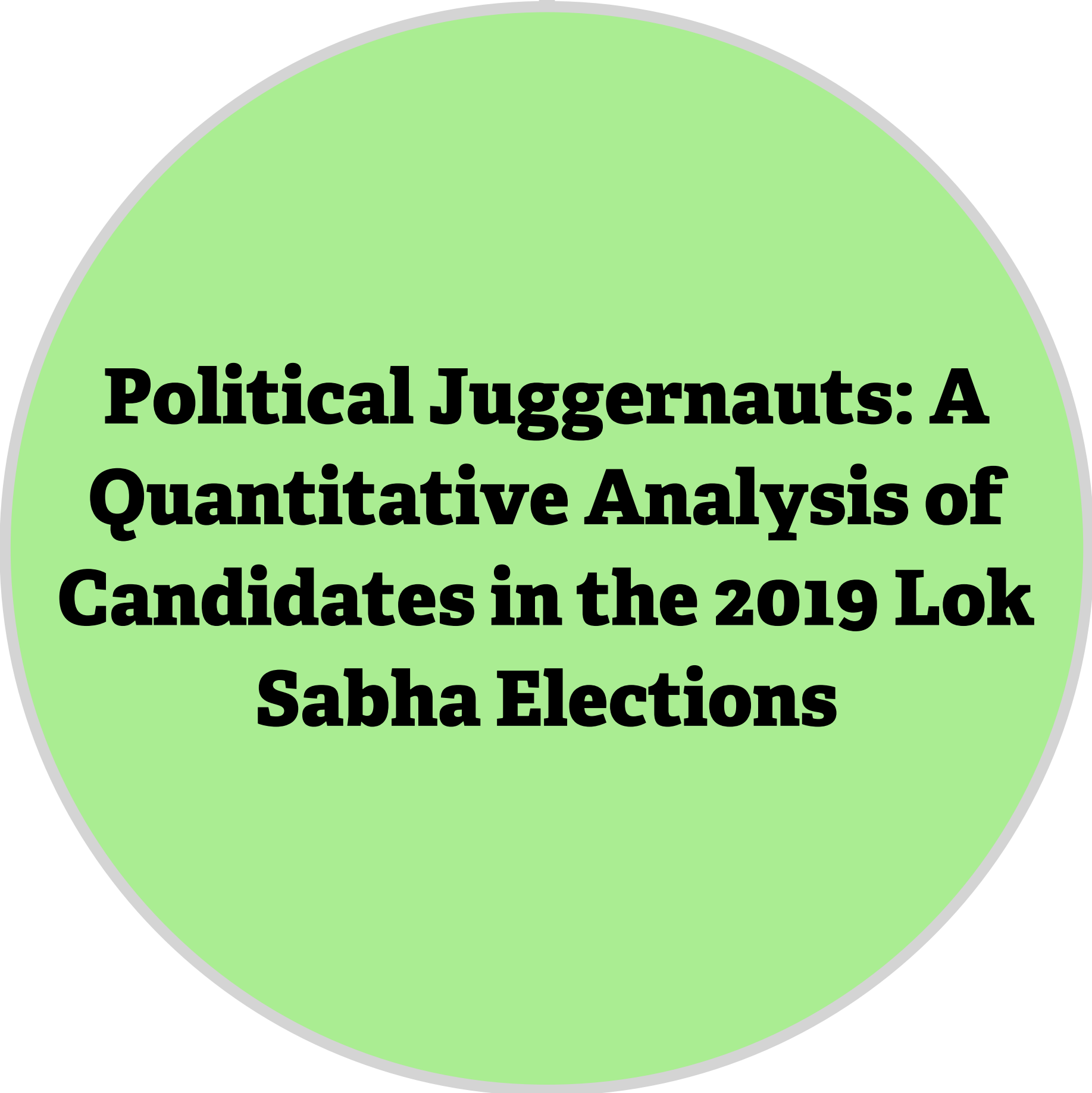
They want to make informed decisions based on the analysis

Social media posts sharing insights and findings

Headlines and article titles related to the election analysis

People are curious about candidate performance and data patterns

They question the trust worthiness of the data used in the analysis



They share the analysis and engage in discussions

They feel empowered by gaining political knowledge

They look for more related resources

Some attend events and debates

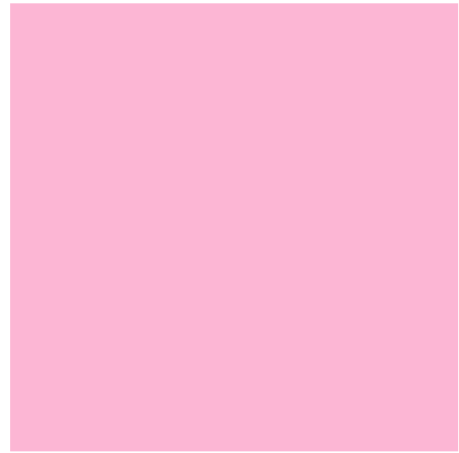
Audiences are excited about data-driven insights

Some feel a sense of responsibility for the political situation



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?