



**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?

Researchers want  
data-driven  
insights

Political analysts  
seek  
comprehensive  
candidate profiles

Researchers want  
accurate data to  
draw meaningful  
conclusions

Voters want to  
make informed  
choices based on  
candidate  
performance

Voters need  
trustworthy  
informaton

Political analysts  
seek patterns  
and trends for  
predictions

**POLITICAL  
JUGGERNAUTS**

Researchers  
collect and  
analyze data  
from various  
sources

Researchers may  
feel excited about  
uncovering  
meaningful  
insights

Voters attend  
political rallies  
,watch debates  
,and engage in  
discussions

Political analysts  
use statistical  
models for  
candidate  
assessments

Political analysts  
might experience  
pressure to make  
accurate  
predictions

Voters may feel a  
sense of  
responsibility  
towards their  
democratic rights



**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?