



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?



Feels

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



Does

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

 [See an example](#)



SUBHASHINI .S  
**POLITICAL JUGGERNAUT**  
A quantitative analysis of  
candidates in 2019 Lok  
sabha elections

We needs  
to have  
Enacted  
budgets.

I want to have  
Alphine  
winter  
conference  
on medical

I desire for  
make  
Monsoon  
Session.

Thinks often  
Budget  
conference

Thinks  
about  
Winter  
conference

Thinks that  
Monsoon  
conference

The main target for  
this interdisciplinary  
meeting will include  
medicinal and  
synthetic chemists...

I Conduct the  
Data Protection  
Bill&Forest  
Conservation  
Bill to be tabled

I will Manage  
the Operating,  
transportation  
and capital  
budgets

Feels  
excitement  
about  
investing  
money.

Feels  
energized by  
optimising  
monsoon  
facilities

Feels happy  
for providing  
facilities of  
winter  
season