



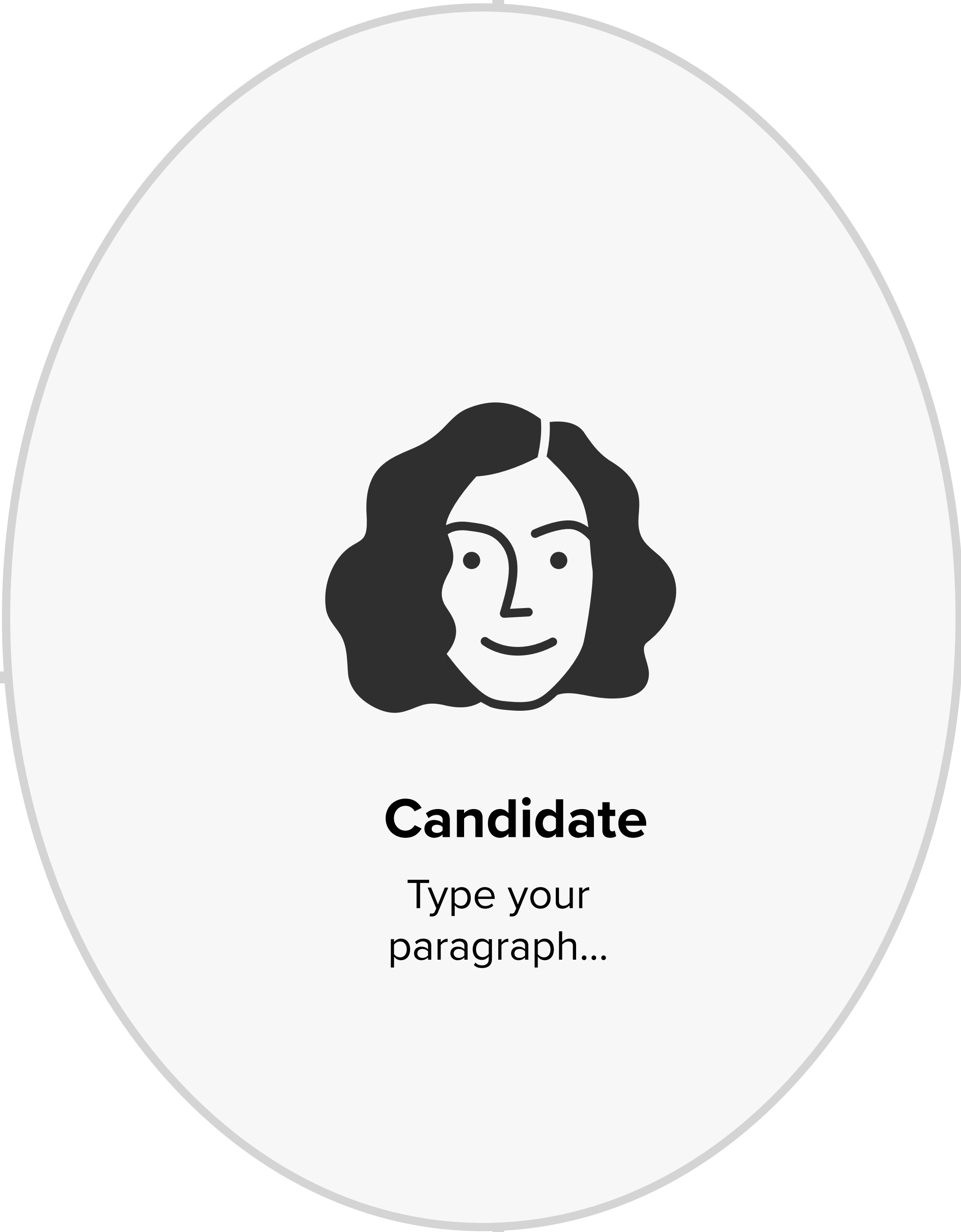
Says

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?



Analyzes
polls

Surveys

Election
results yo
understand
public opinion

cites
statistics

Uses data-
driven
arguments

Present
facts

Conducts
research

Crunches
members

Create data
visualization

Excitement
and passion
for uncovering
insights from
data

Excited
about
finding
patterns

Trends in
political



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?

 [See an example](#)