



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?

I want to make an informed choice in the elections.

"I feel overwhelmed by the amount of information available."

Which candidate truly represents my values?

I wonder if there's a way to objectively measure a candidate's performance.

I wish there was an easier way to compare different candidates.

I'm tired of empty promises from politicians.

Are there any hidden agendas behind their speeches?"

I need data to back up my voting decision."

furnishing voters with a rigorous quantitative analysis for enlightened insights into their electoral choices.

Researches candidates' speeches and past records.

Excited about participating in the democratic process.

Reads news articles to stay updated on political developments.

Attends political rallies or debates.

Hopeful about finding a candidate who can bring about positive change.

Anxious about making the right decision.

Discusses politics with friends and family.

Frustrated by the lack of clarity in political campaigns.



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?