



Says

What have we heard them say?
What can we imagine them saying?

I want to make an informed choice in the elections.

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

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

I'm tired of empty promises from politicians.

Researches candidates' speeches and past records.

Reads news articles to stay updated on political developments.

Discusses politics with friends and family.

Attends political rallies or debates.

Are there any hidden agendas behind their speeches?"

Which candidate truly represents my values?

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

I need data to back up my voting decision."

Excited about participating in the democratic process.

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

Anxious about making the right decision.

Frustrated by the lack of clarity in political campaigns.

Feels

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



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Does

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



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

[See an example](#)