



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 win
this election
and represent
my
constitutions.

i want a
candidate
who
understands
and patterns.

"I need to build a
strong campaign
to stand out
among
competitors"

The data will help us
uncover
correlations
between candidate
attributes and
electrol success.

we need analyse
the ququantitative
data to identify
trends and
patters.

who is the
most
crediable and
capable
candidates?



Persona's name
Short summary of
the persona

Analyze
data,create
graphs,and
draw
conclusions.

Develop campaign
strategies,dwsign
promotional
materials.

Negative public
opinion,resource
constraints.

Campaign,hold
rallies,connect
with
constituents.

Divisive political
discourse,uncertainty
about the future.

Excitement
about
uncovering
meaningful
insights.



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?