



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?

They sais before election but after election nothing done about it

If they had helped in the previous election, they should come in the next election as well.

They think that whoever can handle all the situations they should win the election

People think that who consider people's happiness want to win the elections.

Karthiga Team leader

They solve all the poblem like road problem, education problem, water problem etc...

They solve all the problems

if they help people if that help is useful to them they feel happy.

If they help people if that help is not useful to them they feel bad about it.



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?