



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 am committed
to improving
economic
growth and job
opportunities

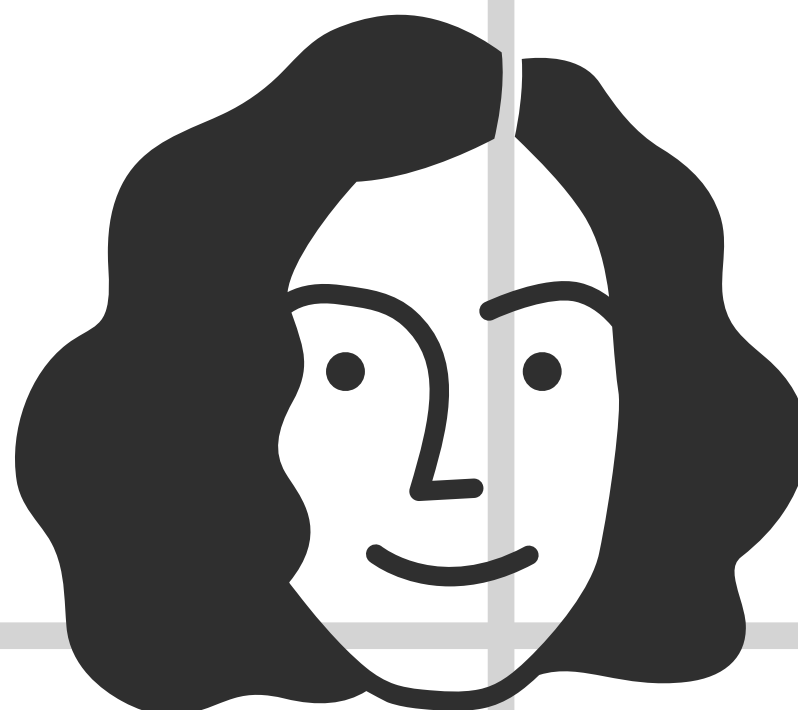
Believes that
economic growth
and job creation
are critical for a
prosperous
nations

national security
is our utmost
concern ; we will
strengthen our
defensefours

our party will
prioritize social
welfare and
upliftment of
marginalized
communities

thinks that
addressing social
in equality will
lead to a fairer
society and
broader support

Recognizes the
importance of
projecting a
strong national
image for
political stability



SARAN BALA .S

Holds rallies
and public
addresses ton
conect derectly
with voters

Aims to instill
hope in voters by
promising a
brighter future
through
economic growth

Uses social metia
and traditional
media platforms
to spread
campaign
messages

Launches
welfare schemes
to target specific
voter
demographics

Wants voters
to feel a sense
of justice and
fairness in
their society

Hopes to
edoke a sense
of patriotism
and security
among voters.



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?