



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?

These are their explicit statements, complaints, or needs.

These are their internal thoughts, goals, or concerns.

In this section, you'll jot down what your user or customer says out loud.

Here, you'll explore what the user might be thinking but not necessarily expressing.

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In this section, you'll note the actions your user takes or might take.

This quadrant delves into the emotions your user might be experiencing.

What are their behaviors, habits, and routines related to the problem or situation you're addressing?

What are they happy about?  
What frustrates them?

What are their fears or desires?



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?