

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?

Which party

influence in a

has high

particular

area?

How to

impress

the people.



Analyse the probability of success

I will give priority to the farmer.

I will provide employment to educated people.

Give any suggestions from the data.



POLITICIAN

Analysing previous election results.

Visiting the people.

Asking thee defects of the people.

We will win by so many voter.

He will impress the voters with his speaking skills.

I gave useful information to people.

Which party

gives high

importance

candidate.

for educated

He will conduct his campaign where there are more people.

Does

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



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



Feels

