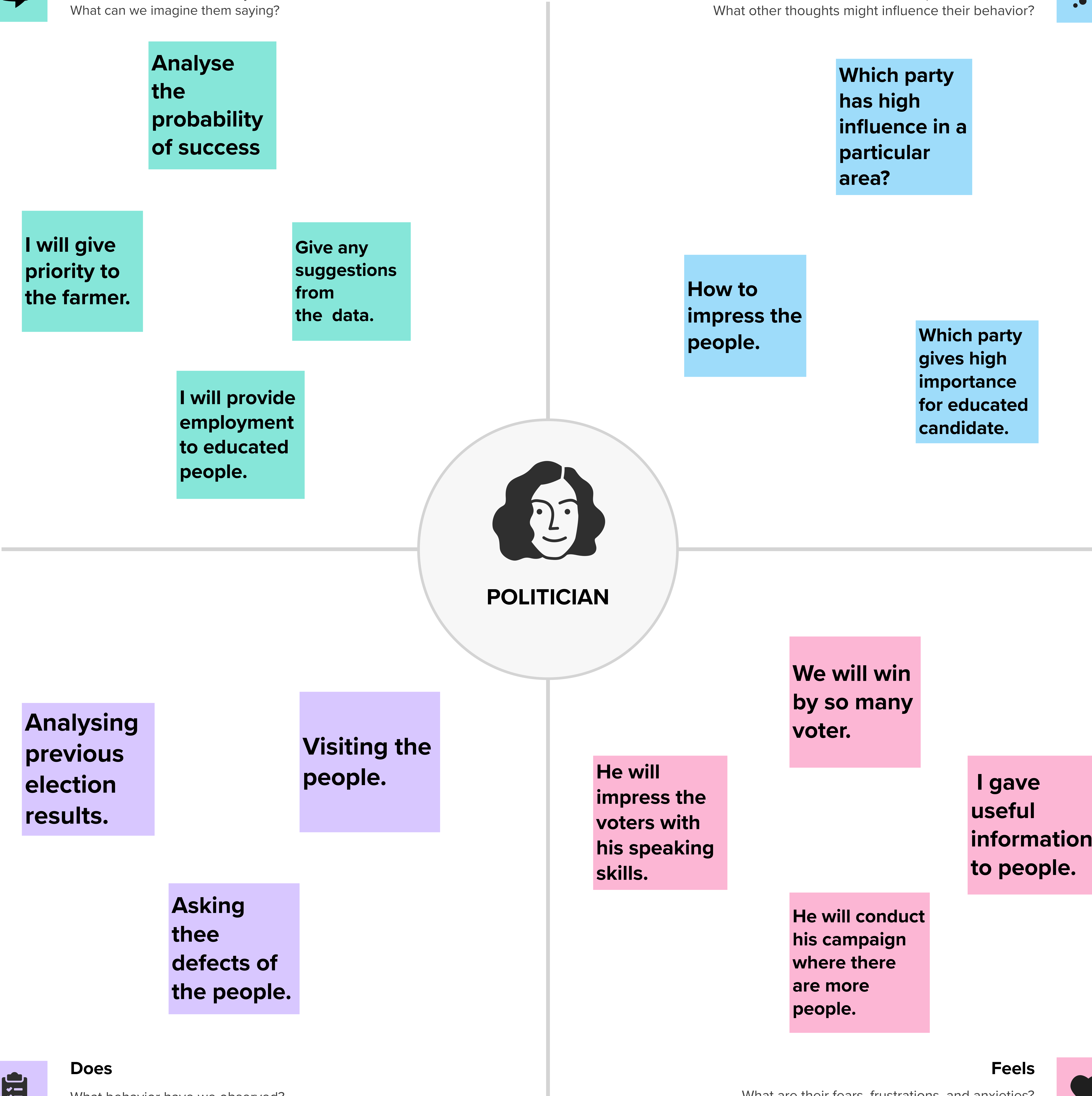




**Says**  
What have we heard them say?  
What can we imagine them saying?



**Thinks**  
What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



**Analyse  
the  
probability  
of success**

**Which party  
has high  
influence in a  
particular  
area?**

**I will give  
priority to  
the farmer.**

**Give any  
suggestions  
from  
the data.**

**I will provide  
employment  
to educated  
people.**

**How to  
impress the  
people.**

**Which party  
gives high  
importance  
for educated  
candidate.**



**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.**

**He will conduct  
his campaign  
where there  
are more  
people.**



**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?