



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?



Feels

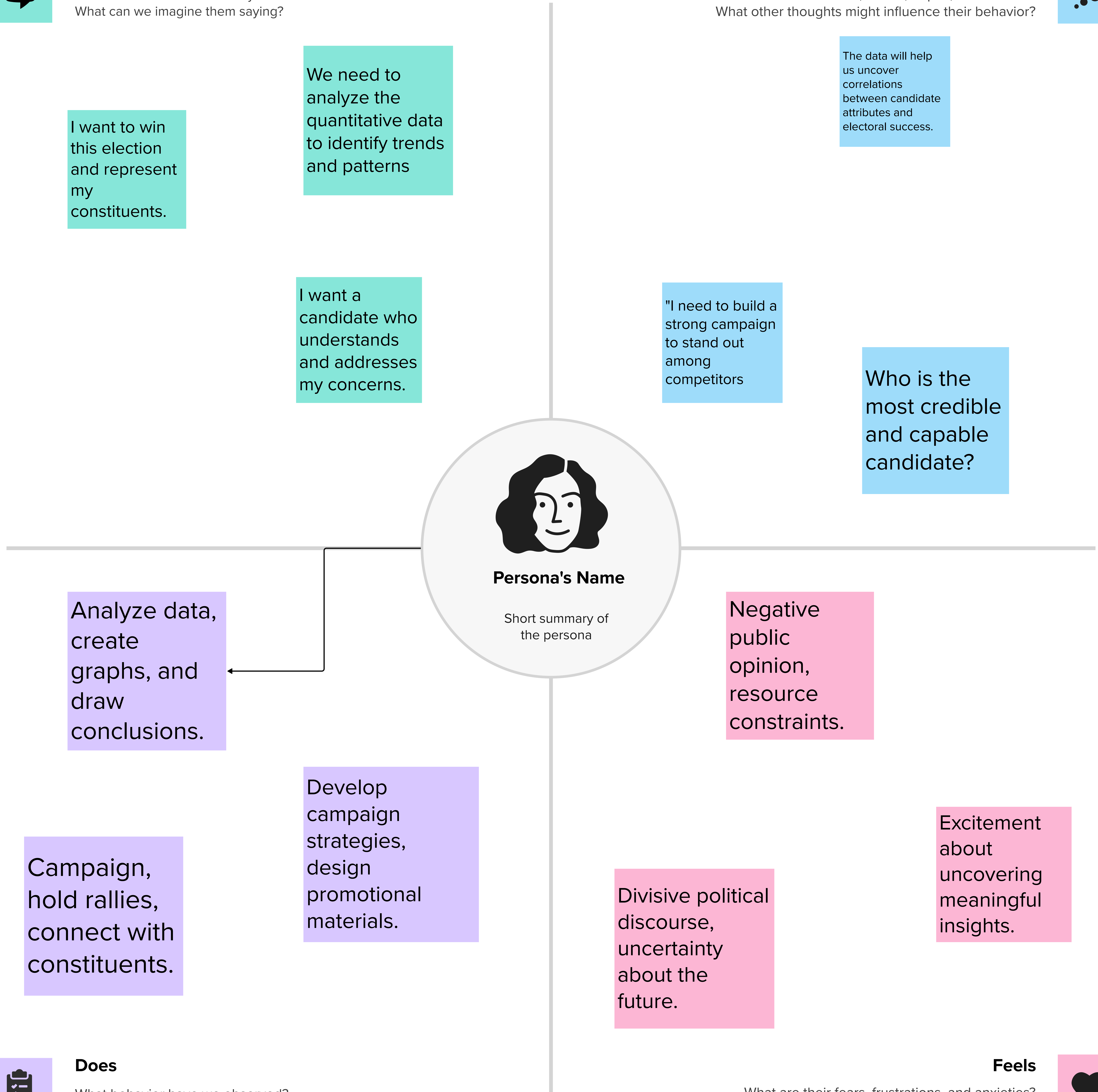
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

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

[See an example](#)



I want to win this election and represent my constituents.

We need to analyze the quantitative data to identify trends and patterns

I want a candidate who understands and addresses my concerns.

The data will help us uncover correlations between candidate attributes and electoral success.

"I need to build a strong campaign to stand out among competitors

Who is the most credible and capable candidate?



Persona's Name

Short summary of the persona

Analyze data, create graphs, and draw conclusions.

Negative public opinion, resource constraints.

Campaign, hold rallies, connect with constituents.

Develop campaign strategies, design promotional materials.

Divisive political discourse, uncertainty about the future.

Excitement about uncovering meaningful insights.