



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?



The lower house of India's Parliament are elected by adult citizens of India.

The world's biggest election, in which 900 million citizens cast their votes in seven phases.

The Prime Minister Narendra Modi and his ruling BJP hope to win power for a second five-year.

Lok sabha election was the world's biggest election.

It has created opportunities for a range of businesses.

Media organisations also hire companies to improve election coverage.

It was the first time that a non-congress government had been brought back to power since 1947.

The BJP triumphed in both rural and urban areas, across Hindu caste groups, among voters of all classes and in all four corners of the country.

A majority of Hindus said they fell close to the BJP. Four of five Muslims said they disliked the party.

The BJP's 2014 and 2019 general election victories coupled with the party's meticulous expansion at the state level and approaching majority in Rajya Sabha.

Electoral manipulation can take place at the stage of voter registration or at the time of voting and counting.

As per the research conducted,there have been serious discrepancies between the number of voters in different constituencies.



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?