



Says

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

People says that they need an 'Politics of aspiration and change'.

People says that unemployment, resentment and Chao's increased mob violence.

People speak up of efficient leaders who touch their heart by upgrading their standard of living.

People will focus on issues rather than personalities while voting.



Thinks

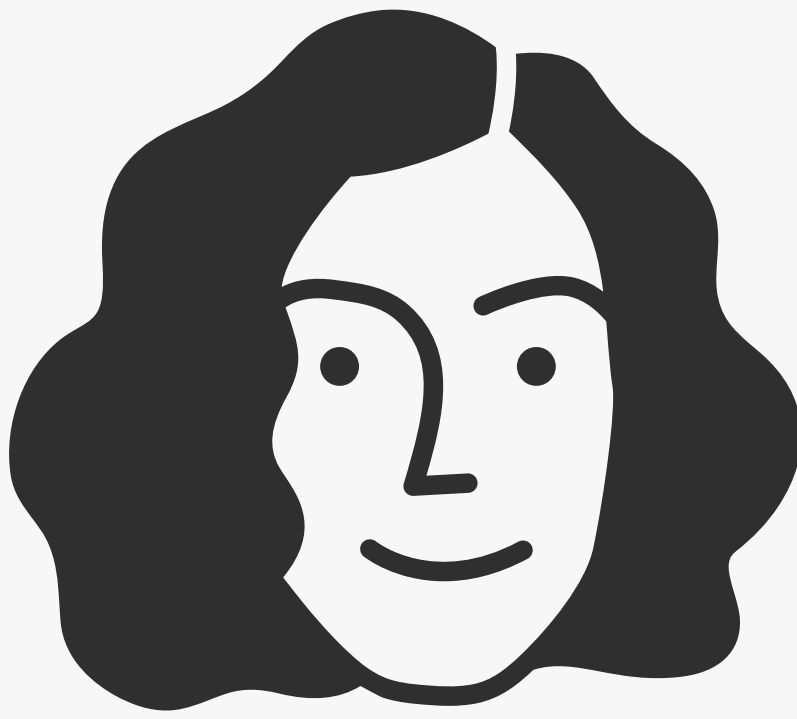
What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

people might think twice before voting for a leader.

People hope for a democratic and secular country.

People dreams to have an economically stronger nation

People need to protect all the rigths of religious minorities in India.



Persona's name  
*JUGGERNAUT EXPOSERS*



Does

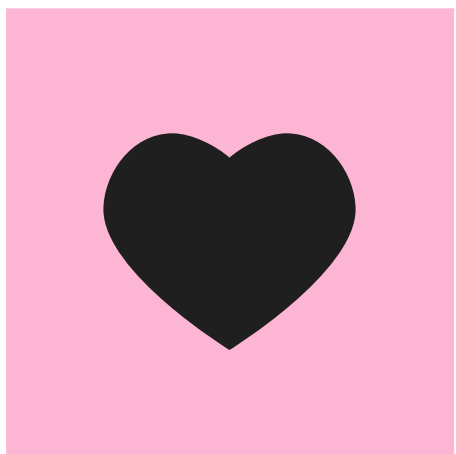
What behavior have we observed?  
What can we imagine them doing?

People tries to address the issue of unemployment, poverty and inequality.

People will vote for leaders who represent interest of all Indians rather than being authoritarian.

People tries to remove all the caste bound allegations.

By hearing the campaigns by winning/ruling party, people voted believing that they can only bring the progress.



Feels

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

People were frustrated in giving benefits using caste reservation system.

Government economic initiatives like demonetization and GST has crippled small business and destabilized cash based economy.

Burdening of farmers by debt and joblessness of India's youth has created a rivalry feeling in people.

Politicians emboldened hardline Hindi nationalists who threaten India's secular fabric.