

## Says

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

"I am concerned about the state of the economy and job opportunities in the country".

"I want my area to have better infrastructure and amentities". "I am tired of corruption and want government that prioritizes transparency".



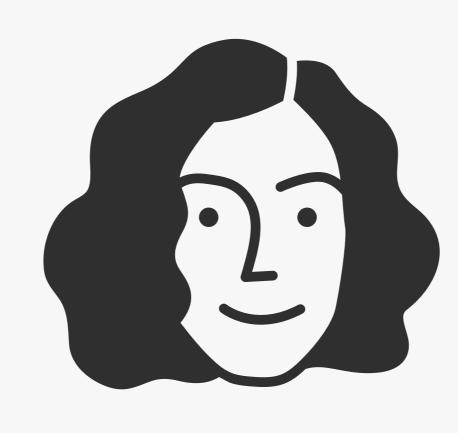
What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



" Will my vote make a difference in the outcome of the election? "

"Which party and leader have a strong vision for the developement of the country?"

" Who has a track record of delivering on their promises in the past?"



## Persona's name

Short summary of the persona

Engages in discussions and debates with family, friends, and community members.

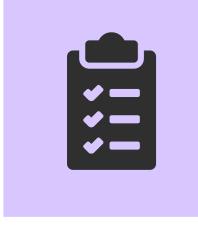
Casts their vote at the designed polling booth on the election day.

Researches and gathers information on the political parties, candidates, and their background.

Anxious:
Concerned about the future of the country and personal well-being

Optimistic:
Hoping for
positive change
in the
government and
governance.

Frustrated:
Discountent with the current state of affairs and governance.



## 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?



