



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?



Persona's name  
Short summary of the persona

An individual who is very skilled at debating politics and issues related to it, but the tactics they employ to win arguments are often quite brutal and disrespectful.

The BJP under Modi are Airtel. They have seized the entire stage and represents the politics of hope and change.

They are a very powerful and influential group of people who are very skilled at debating politics and issues related to it, but the tactics they employ to win arguments are often quite brutal and disrespectful.

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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?