



Says

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

They came to know about the Lokshaba Election in 2019 was that it is the largest democratic in history so far with around 912 million eligible voters.

A majority of peoples said that they felt close to the BJP.

83% peoples said that Narendra Modi Government is most likely out come after 2019 general election.



Thinks

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

Democracy under threats, need for political alternatives.

The highest votes are given by the womens to achieve their dreams.

It is interesting to note that despite the busy schedule of the educated elites they managed to participate in the political parties.



Persona’s name

Short summary of the persona

The poor and under privileged people votes in larger proportions as compared to the rich and privileged sections.

The people imagine that the elected candidates will solve their problems.

Voters will assess whether they are better off today than they were 5 years ago.

Many working people say they were eager to express their anger at the Government parties.

Anxiety can actually get triggered with political discussions at work.

The election season can bring some terrible bouts of anxiety.



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?