

## Says

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

Curious - Wants

to explore the

political

landscape in the

2019 Lok Sabha

elections.

Concerned -

Worried about

the impact of

political

candidates on

governance.

Inquisitive - Eager

to learn about the

quantitative

analysis of

candidate

performance.

Thinks

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

"What were the key findings of the quantitative analysis?"

"Are there patterns in candidate performance that stand out?"

"How do these findings impact my understanding of the 2019 Lok Sabha elections?"

"Political Juggernaut A quantitative analysis of candidates in the 2019 lok"

Reads Engages with
the content by
reading the
analysis.

Analyzes Attempts to
comprehend
the quantitative
data presented.

Discusses Shares findings
and insights
with friends
and colleagues.

"I found this analysis of the 2019 Lok Sabha elections quite insightful."

"Did you know that the analysis suggests XYZ about the candidates?"

"It's crucial for us to pay attention to these datadriven insights."

## 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?



