

Says

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

> Strong demand for accessible and reliable 2019 Lok Sabha Election data

Noteworthy performance of the Bharatiya Janata Party (BJP) in terms of votes and seats.

Interest in understanding the changing political landscape compared to previous elections.



Persona's name

Short summary of the persona

Continue refining analysis, communicate election trends effectively with data literacy, and share visualizations to enhance data understanding.

Stakeholders used Tableau and data analysis skills for election data, including preparation and visualization.

to create data

Thinks

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



Society/Public seeks unbiased information, desires fair elections, influenced by stability and societal concerns.

Candidates aspire for Lok Sabha seats, strategize based on competition and public perception.

Media/Journalists strive for impactful coverage, guided by editorial standards and market competition.

Concerns about the country's direction and potential policy changes, alongside hopes for positive change, influenced voters' emotions.

Feelings of pride or disappointment in political parties had a significant impact on emotional reactions.

A sense of civic duty and responsibility towards the democratic process played a role in shaping emotions during the elections

Does

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