



**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?

Analyze what  
candidates  
say

The analyze  
candidates  
opponents

Hope for a  
better future

The need for  
a winning  
strategy'unit  
y

Analyze  
candidates  
party

Analyze  
candidates  
last election  
details

The  
responsibility to  
inform the  
public the need  
for reporting

Ambition to  
serve and the  
responsibility  
of public  
office

**LOGESHWARAN.M**

Analysis of  
candidates in the  
2019 Lok Sabha  
Elections

searching lok  
sabha  
candidates t  
hrough  
internet

The candidates  
Asstes and  
Liabilities are  
searching in  
internet

The election  
members  
background  
status  
searching

Feeling very  
happy to  
learn lok  
sabha  
election

I am feeling  
wow

Searching the  
candidates  
qualification  
through  
internet

I feel very  
good for lok  
sabha  
election

I think the  
election  
system is  
good



**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?