



Says

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

talked about issues such as development, security, social welfare, and economic growth.

Some emphasized national unity, while others highlighted regional concerns.

expressed a wide range of messages and promises.

They participated in rallies to connect with large audiences, conducted door-to-door canvassing to establish direct personal connections, and utilized online platforms to reach younger and tech-savvy voters.

Candidates engaged in various campaign activities.

Some candidates also organized town hall meetings to interact with constituents.



Does

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



Thinks

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

Candidates likely thought about their image, the electorate's expectations, and their party's overall strategy.

balance local and national concerns, and differentiate from their opponents.

They considered how to position themselves to appeal to voters



Political juggernauts

*Candidates in 2019
Lok shabha*

Emotions among candidates were diverse.

Enthusiasm was present, driven by the prospect of serving their constituents and the nation.

They exhibited confidence in their abilities and their party's ideology.



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?