



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?

IT SAYS ABOUT THE LOK SABHA ELECTION IN 2019.

ANALYSISING THE MAJORITY OF WOMEN PARTICIPANT

DO KNOW ABOUT THE CANDIDATES PARTICIPATING IN THE ELECTION?

IT SAYS HIGHEST EVER PARTICIPATION BY WOMAN VOTERS.

TO LEARN ABOUT THE CANDIDATES OF LOK SABHA ELECTION 2019

TO STUDY THE POLITICS IN LOK SABHA



Persona’s name

A QUANTITATIVE ANALYSIS OF CANDIDATES IN THE 2019 LOK SABHA ELECTION



HELP THE PARTY MEMBERS TO VOTE

USERS FEEL LIKE THEY GOT A CLEAR INFORMATION OF 2019 LOK SABHA ELECTION

HELP CANDIDATES TO GET MORE VOTES FOR THEM

HELP TO DETERMINE THE CHARACTERITICS OF CANDIDATES

FEEL GOOD ABOUT THE MAJORITY OF WOMEN CANDIDATES IN LOK SABHA ELECTION

IT FEELS CURIOUSLY TO KNOW MORE ABOUT LOK SABHA ELECTION



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?