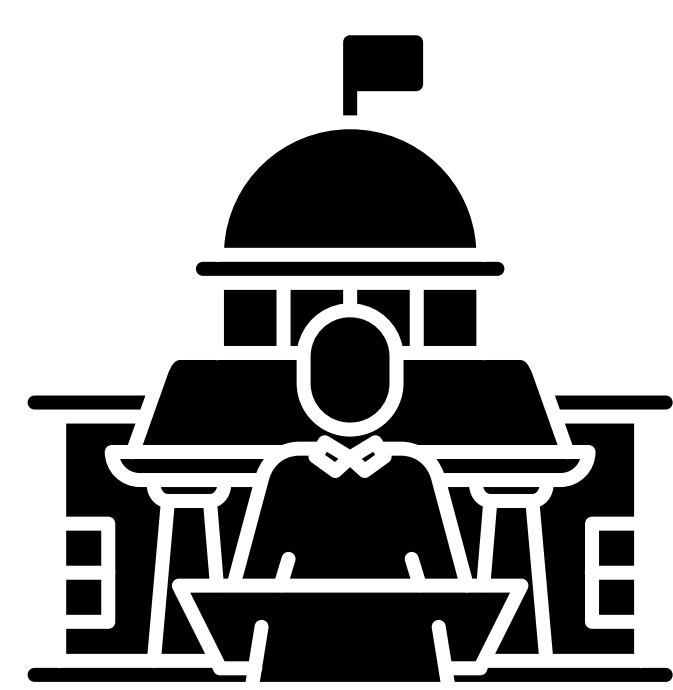


Says

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



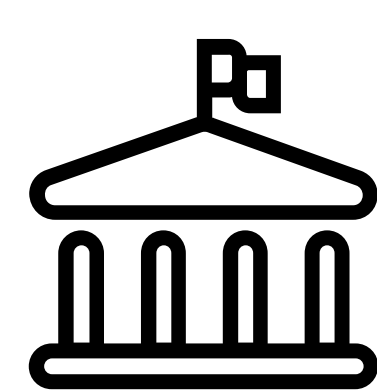
*This election
is crucial for
the future of
our country."*

*I want a
government that
addresses our
concerns and
promotes
development*



POLITICAL JUGGERNAUTS

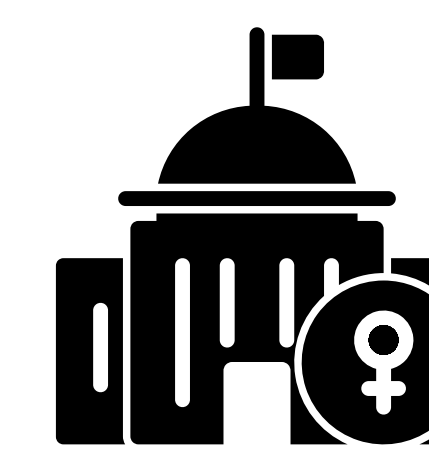
A Quantitative Analysis of
candidates in the 2019 Lok
Sabha Election



*Engages in
discussions with
friends and family
about political
parties and their
agendas.*

Researches
candidates and
their backgrounds
to make an
informed decision.

Attends
political rallies
and campaign
events.



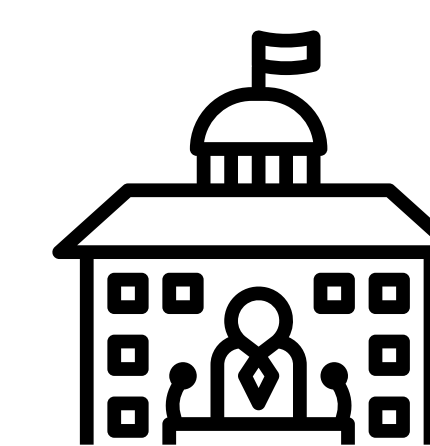
*I'm concerned
about the
economy, jobs,
and national
security."*

*"I hope my
preferred party
wins and
implements
positive
changes."*



Thinks

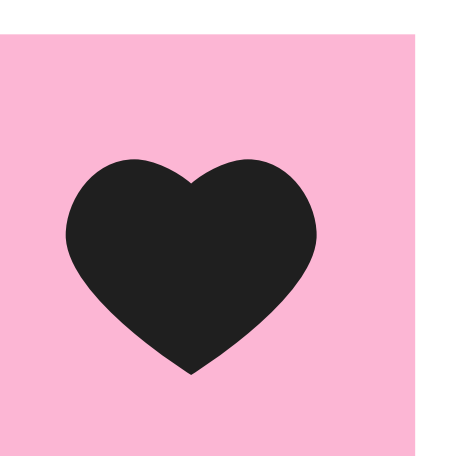
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



*Anxious about
the direction
the country
will take after
the election.*

*Frustrated by
negative
campaigning
and
mudslinging.*

*Hopeful that
their vote
will make a
difference.*



Feels

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



Does

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

[See an example](#)