



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?

17th Lok Sabha in 2019

91 constituencies in 20 states

House of the people

Lok Sabha has larger membership

92 year old parliament house is also known as Sansad Bhavan

900 million 18 years and older will be eligible to vote

How India runs the biggest election in the world?

Powerful in the parliament

543 members in Lok Sabha

Average MP combined 1.5Million Votes

11 Million people works for this election

How many phases held in 2019?



**Persona's name**  
Short summary of the persona

Election process works on the Principle of Murphy's Law

Lok Sabha has larger membership

Father of Lok Sabha is G.V.Mavalankar

How many Anglo-Indian are there in Lok Sabha?

Which bill can only be introduced in Lok Sabha?

Who was the first female speaker in lok Sabha?

In Lok Sabha Zero hours for Raising important issues

Ladakh Lok Sabha is the Largest Lok Sabha in India

Telugana has the highest average number of candidates

who haeds the Lok Sabha?

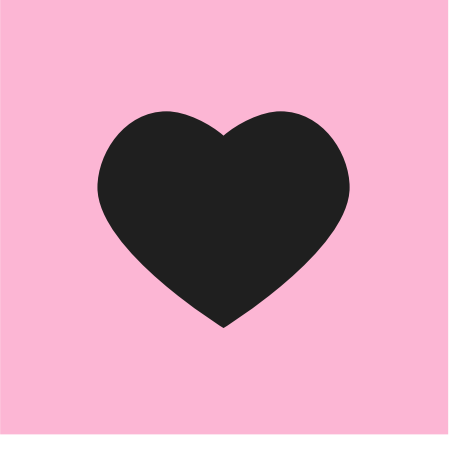
12 members are to be nominated by president in lok Sabha

2.5 Million people for security during 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?