

**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?



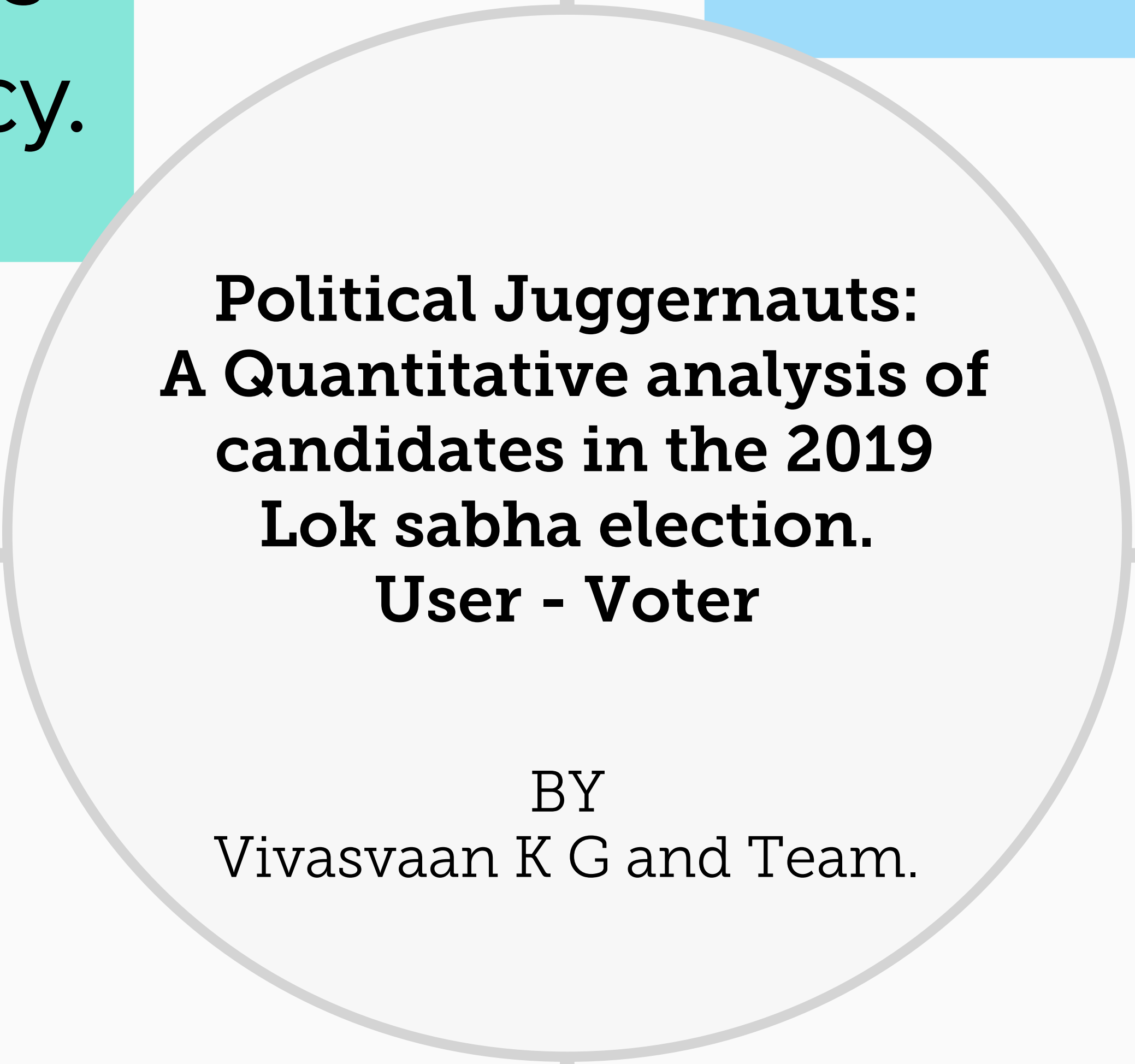
**Feels**

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?



On average, 14.8  
candidates are  
contesting per  
constituency  
across the  
country.

The Election  
Commission of India  
recognises parties as  
either national or  
state parties based on  
their performance in  
previous elections.

The seven  
national parties  
together fielded  
2.69 candidates  
per constituency.

How the candidate  
will serve as a  
bridge in providing  
the services of the  
government to  
reach the user.

The sorts of  
benefits the users  
will be acquiring,  
provided the  
candidate gets  
elected

Will the grievances  
and needs of the  
user and that of the  
locality be  
addressed by the  
candidate, provided  
he/she gets elected.

The  
maintenance of  
law and order in  
the  
constituency.

The 17th lok sabha  
formed by a  
members elected  
in the 2019 in the  
Indian general  
election.

The constitution of  
India allows for a  
maximum of 550  
members in the house  
with the 530 members  
representing the states  
and 20 representing  
the Union territories.

The lok sabha is  
composed of  
representation of  
people's choosen by  
direct election on the  
basis of universal  
adult suffrage

The user will vote for the  
candidate, provided the  
candidate's agenda meets  
the user's needs.The user  
will vote for the candidate,  
provided the candidate's  
agenda meets the user's  
needs.

The expectations  
and needs of the  
users will be  
explicitly  
expressed.

The user will also  
influence the  
immediate family  
members, friends and  
neighbours to vote for  
the candidate who is  
favoured by that  
particular user