



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?



voters

Short summary of
the persona

we live in a
democratic country
so we have to give
equal rights to all
people to vote in
that election

election
commision
should be
aware about
every thing

how to
conduct a
election

Budget for
election

candidates
influences in
that particular
state.

it is biggest
responsibility
of every
citizen in
India

i hope people
do not sell
their vote for
money

we have to choose
a good candidate
because he/ she is
going to choose a
good leader

lok sabha is
backbone
of our
country

search in
google

Election
commision
senior
officers
advise

election
booth
security