



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?

POLITICAL JUGGERNAUTS

The
Consequences
of the party's
downfall.

Knowing the
voting
percent in
the parliment.

Influences of
the
candidates.

Pledges
they have
taken to be
fulfilled.

To know the
performance
of the each
party.

To have the
knowledge of
things they
done for the
people.

People have
the awareness
about the
election
process.

Gaining
knowledge
about the
political
strategies and
voting system.

To know
the voting
results.

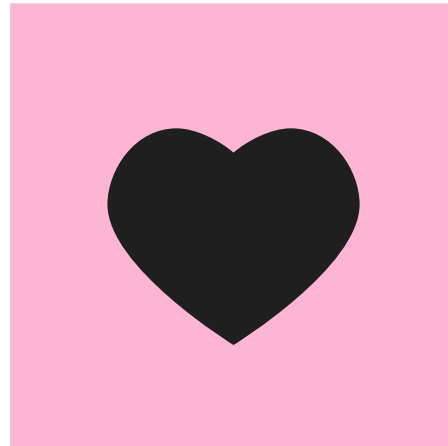
People know
the pledges the
candidates had
given.

Fair play
of the
candidate.

Past
performance
of the
candidates.



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?