



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?

**LOK SABHA
ELECTION**

**Difficulties
faced by
candidates**

**Leadership
with
knowledge**

**Changes in
ruling
parties**

**Development
in sectors**

**Endurance
with
attentiveness**

**Act as
mediators**

**Handling
and solving
issues**

**Curious
and
Excitement**

**Ability to
choose
candidates**

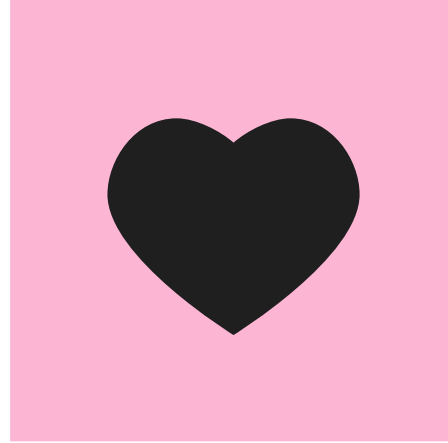
**Implement
new scheme**

**Focused and
Attentiveness**

Timorous



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?