



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?

Statewise
bjp mp
condidates

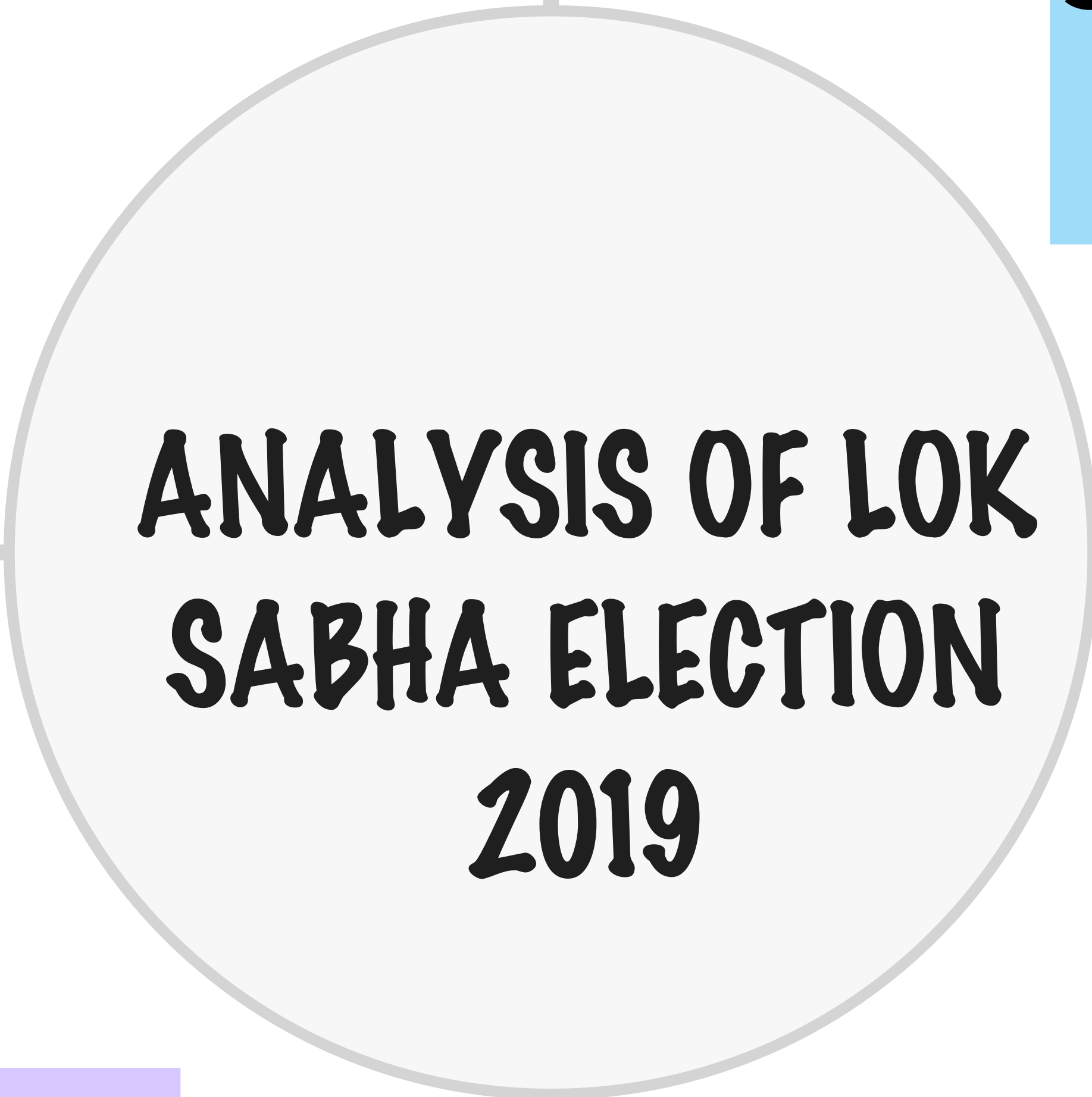
State-wise
majority

Statewise
minority
members

Previous
government

Campaign
stratagy

Candidate
strength in
the area



Vote
calculation

Vote
sharing
idea

Modi
factor

Total
percentage
of vote

Gujarat
model

New
political
idea



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?