



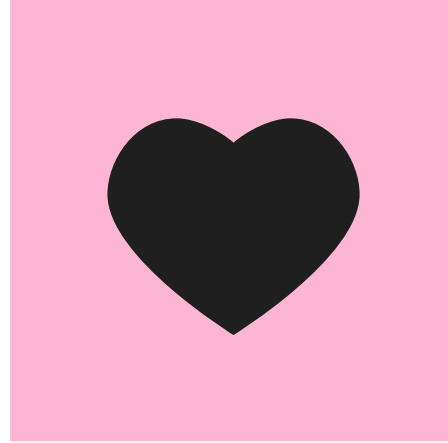
Says

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

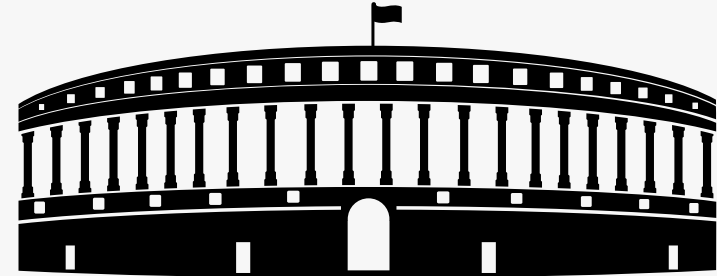
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?

 [See an example](#)



POLITICAL JUGGERNAUTS
LOK SABHA

*states
dominance*

*High
probability
of BJP wins*

*High
competition
between
leading
parties*

*what is Lok
sabha?*

*What do
you do in
Lok sabha?*

*Why Lok
sabha is
important?*

*Power of
control
over finan
ces*

*To select
the
executive*

*Lok sabha
decides GST
for business
people*

*Interest in
how they
lead us*

Fear

Anxious