

Says

What have we heard them say?
What can we imagine them saying?

Thinks
What are their wants, needs, hopes, and dreams?

The Lok Sabha is composed of representatives of people chosen by

direct election on the

basis of Universal

Adult Suffrage

This increased the sample size from microscopic 0.5% to a minuscule 2% against the demand for 30% to 50%

What other thoughts might influence their behavior?

The 17th Lok
Sabha was
formed by the
members elected
in the 2019 Indian
general election

The ECI arranged for all EVMs to be accompanied with VVPAT for the 2019 parliament elections

the voter turnout data collated and provided by the ECI

Votes were counted and the result was declared on 23 May



Persona's name

Short summary of the persona

The Loksabha
Elections in India
started on Apr
11th, 2019 and
ended on May
19th, 2019

The 17th Lok Sabha or lower house of India's bicameral parliament was elected based on the results of the world's biggest election conducted in the summer of 2019

BJP's sitting MP from Navsari CR Patil, who was seeking re-election from the seat, has registered the highest victory margin in the 2019 Lok Sabha In addition, there were many young, educated candidates contesting as compared to previous years resulting in the highest number of women parliamentarians

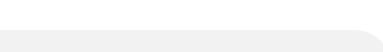
Indian National
Congress led
United Progressive
Alliance swept 19
out of 20 seats in
the state

Social
networking sites,
Social tagging
systems,
Hashtags, Big
Data Analysis



Does

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



See an example

Feels

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

