



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?



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 elections

The Lok Sabha is composed of representatives of people chosen by direct election on the basis of Universal Adult Suffrage

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

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

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

the voter turnout data collated and provided by the ECI

Votes were counted and the result was declared on 23 May

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?



Feels

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