

## Says

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

**Thinks** 

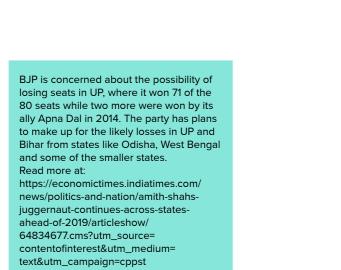
What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



NEW DELHI: BJP chief Amit Shah has covered 17 states in an attempt to take stock of the party's preparedness for the 2019 Lok Sabha elections, plug loopholes and chalk out strategy to take on opponents.

Read more at:
https://economictimes.indiatimes.com/news/politics-and-nation/amith-shahs-juggernaut-continues-across-states-ahead-of-2019/articleshow/64834677.cms?utm\_source=contentofinterest&utm\_medium=text&utm\_campaign=cppst

That strategy seemed to have paid off when two bickering caste-based factions worked together in the country's most politically important state, Uttar Pradesh in the north to defeat Modi's party in two seats this week.





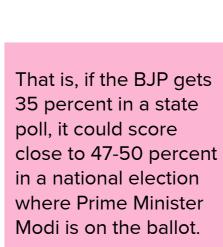
Mamata Banerjee, the chief of an opposition party in eastern India, called the Uttar Pradesh results, and victory for a regional party in another seat in neighboring Bihar state, the "beginning of the end" for Modi's party.





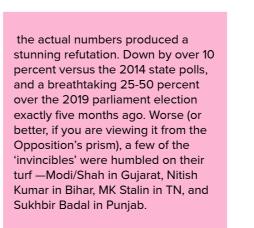
## Persona's name

Short summary of the persona



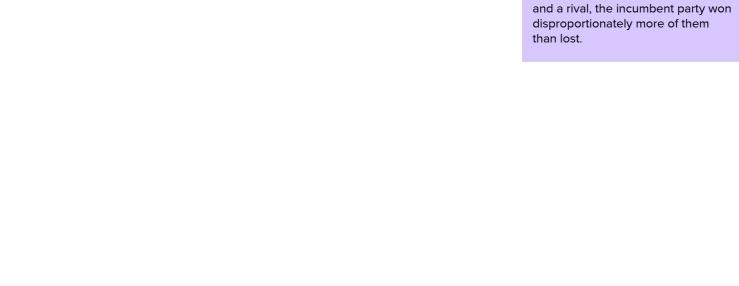








**Feels** 





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

The 2019 general election that

shows significant irregularities in

election data. The density of the

incumbent party BJP's win margin

variable exhibits a discontinuous

jump at the threshold value of zero.

It implies that in constituencies that

were closely contested between a

candidate from the incumbent party

reelected the incumbent party



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



