



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?

"I am the right choice for the people"

My policies will bring positive change to our nation

How can i differentiate myself from other candidates


What are the key issues that matter to my voters

Shares party ideology confidently

I promise to address the concerns of my constituents

Strategizes to appeal to a wide voter base

Aims to secure a substantial majority in the Lok Sabha



Persona's name
Short summary of the persona

Participates actively in campaign events

Engages in policy discussions

Confident about their abilities and vision

Pressured to perform well and secure votes

Attends rallies,public events,and debates to engage with voters

Uses social media and traditional media to reach a wider audience

Determined to outperform opponents

Passionate about making a difference in the country



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?