



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?

People talk about the candidate's action plan

People expect better leader to make better government in India

They talk about the merits and demerits' of previous winning candidate. That's why they need to choose loyal candidate

People discussed about who would victory in this election

The leader has to analyses the problem of people and take necessary steps to solve the problem

The candidate should be true to the government and people



Persona's name
Short summary of the persona

People were attracted by the candidate speech, through this get their needs from the favourite candidate

Few people asked vote for their favourite candidate among their family, friends and neighbours

Few youngsters got affraid to put their vote, because of, they face their first election

Behalf of their favourite candidate, they arranged meeting in their area and they issued pamphlet, kept the banner near by their area.

Few people got anxiety, because they forced by some people to put the vote for unfavoured candidate

People got fear about the result



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?