



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?

2019 indian
general
election is the
biggest
election

Therefore
900m people
are voting
this election

One
nation one
election

Give
chance to
youngsters.

This election is
the indian
election 17th
election in
india.

This election
brings to
positive and
change
country

Students
scholarship
announced

Effectiveness
of voting and
their voice
will be heard



Persona's name

Short summary of
the persona

GST
announced
after this
election

Introduced
2000
rupees.

The maternity
benifits is more
welcoming
feature

Girl child
prosperity
account is
more useful for
parents

Economically
down our
country after
this election

Raises
awareness
about their
concerns.

Cleanup
streets ,towns
and areas are
more satisfied

Thalikku thangam
thittam is one of
the most
welcoming
project in that
election



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?