

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



Says

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

Thinks

BJP Governments [PMAY-V] Paves way to home for slum ducllers. It made economic weaker section happy

Swachh Bharat mission is full fledged carried all over india that promotes the hygiene and sanitalion of country

They lauched Atal pension yojana for elders to Subsistence of the old citizen of india

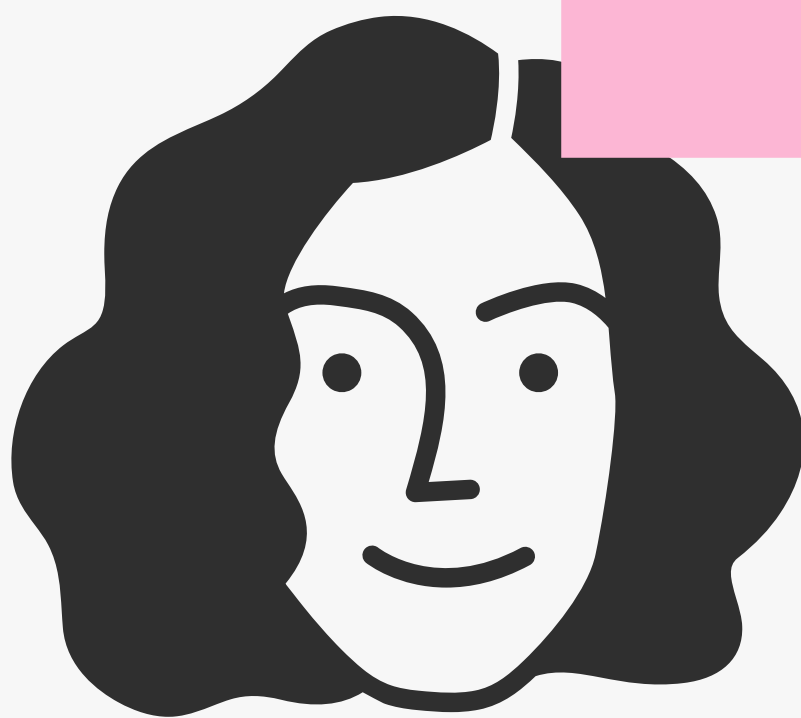
BBBP scheme ensures rural women children education

In Delhi and westbengal,State parties has more charces to win than national parties,

Mr.Narendra modi Succeeded the hearts of people in central india

BJP is believed to win in most of the Northern states.

In southern states congress and its friendly parties can win in this election.



Persona’s name

Short summary of the persona

focusing on healthcare and sanitation of rural people.

Double spending on education to eradicate illiterate

To increase the production of country thereby increasing GDP

To ensure that small farmers get their agricultural things in subsidy

Congress focus on dalit and tribes

BJP attract rural women by its scheme

Hindu become close to BJP

Southern's believe state party.



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?

