



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?

At what age  
to vote and  
who can  
vote

Thorough this project  
,how many candidates  
have won the election  
,the total assets of the  
candidates can be  
known about their  
details

We need to know  
how many people  
are eligible to vote  
in india and how  
many people have  
voter card

India has 20 Union  
Territories were 550  
members can be  
elected and election  
will be held in seven  
phases

It is helpful to know  
who won which  
constituencies in  
India and how many  
votes they got and  
how much margin  
they won

This project  
helps to know  
how the Election  
Commission of  
India monitors  
the candidates



Persona's name  
Short summary of  
the persona

I went directiy to the  
polling stations to find  
out how they vote and  
what percentage of  
people voted and what  
percentege of people  
did not turn up to vote

I approached the  
Election Commission  
of India and with their  
help I got to know  
about the candidates  
contesting in the Indian  
Lok Sabha elections

I visited all  
party offices in  
India and  
collected their  
promised

Thoes who lost the  
election where able  
to know the reason  
for their defeat and  
what to do in the  
next election

After the victory of  
the election it was  
possible to know  
who the people  
thought should form  
the government

Today's National  
Democratic Alliance  
formed the  
government after  
winning 303 seats  
in the Lok Sabha  
elections



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?