



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?

Political juggernauts is an forceful act

it is a powerful and large campaign



Persona's name  
Short summary of the persona

BJP won the lok shaba election which was held on 2019 may 23rd

The next Lok S haba election will be conducted in 2024 may 23rd



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?