



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?

**BACKGROUND AND PROFILE:**  
\*Candidates educational qualifications and professional backgrounds.  
\*Their political affiliation and previous political experience.  
\*Family connections and dynamic politics if applicable.

**SUPPORTERS OF THE BJP:**  
\*Many supporters of the Bharatiya Janata Party and prime minister Narendra Modi view the 2019 elections as the decisions mandate in favour of strong and stable leadership.  
\*Supporters often highlight the government initiative on national security, including the Balakot airstrike, as a key factor in a BJP's victory.

**OPPOSITION PARTIES:**  
\*Supporters of various opposition parties, including the Indian National Congress and regional parties, may feel disappointed by the election outcome.  
\*Some oppositions about us might view the election as the missed opportunity to present a unified front against the BJP.  
\*They may argue that the electoral landscape was not level.

**MEDIA AND ANALYSTS:**  
\*Political analysis and media outlets may offer a diverse perspective on the election.  
\*In states where regional parties for the better people may see the election as reinforcement of regional identity and autonomy.

**REGIONAL VARIATIONS:**  
\*The Elections showcased significant regional variations in voting patterns.  
\*While the BJP performed exceptionally well in Northern and western states, it faced tougher competition in southern and eastern states.

**MAJORITY FOR THE BJP:**  
\*The BJP won a clear majority on its own securing 303 out of 545 seats in the lok sabha.  
\*This was the second consecutive majority for the BJP.  
\*Following it to form a government without the need of coalition partners.



**CRIMINAL RECORDS:**  
\*Analysing the number of candidates with criminal records, including charges and convictions.  
\*Assessing the severity of the charges and their impact on the candidates credibility.

**HOPE:**  
\*For some, the 2019 elections brought a sense of hope for positive change.  
\*They believed that they are chosen and candidates and the parties could address pressing issues and improve governance.  
\*The election season often evoked feelings of patriotism and national Pride.

**LOCAL FACTORS:**  
\*Considering the specific local dynamics and issues as that influence candidate selection.  
\*Analysing the impact of regional parties and alliances on candidate choices.

**ISSUES AND AGENDAS:**  
\*Identify the key issues and agendas each candidate emphasized during the campaign.  
\*Assessing the relevance and appeal of these issues to their constituency.  
\*Investigating the source of campaign funding and expenditure.

**EXCITEMENT AND ENGAGEMENT:**  
\*Many people felt excited and engaged in a democratic process during the election season.  
\*They saw it as an opportunity to participate in shaping the future of their country and their constituency.

**CURIOSITY:**  
\*Many individuals followed the election closely out of curiosity.  
\*Wanting to understand the dynamics of Indian politics and the factors that would shape the results.



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?