

Says



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

we wont to
win more
states in this
election

give the
articles in
news papers

make an
impact of all
states

get the
feadback
from people
in the
constution

improve its
party
reputation

identify areas for
improvement and
take steps to
enhance the
votes

Does



What behavior have we observed?
What can we imagine them doing?

Thinks



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

focus more
on weak
places

analyze the vote
shares of political
parties in
comparison to
previous
election

improve its
party
reputation

candidate in Lok
sabha election

feels like the
time passes
very fast

excited
about trying
somthing
different

more
responsibility
towards the
society

Feels



What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

[See an example](#)