User Persona Format

I. USER PERSONA: Nikolaj Venjeski

Basic Information

- Name: **Nikolaj Venjeski**
- Age: **33**
- Gender: **MEN**
- Location: **Bugarija, Shumen**
- Occupation: **Shelf Stacker**
- Company: **Dirk**

II. BACKGROUND

Description:

Nikolaj Venjeski is an immigrant from Bugarija who recently got citizenship in the Netherlands. He used to work for different construction sites in Bugarija. He has no education besides middle school. He works in the Netherlands to provide for his family.

III. GOALS AND OBJECTIVES

- **Primary Goal:** Nikolaj Venjeski main objective for the website is to learn more about the election and find information about previous elections, so he can make a better decision on who to vote for.
- **Secondary Goals:**
  - Asking questions about Dutch politics
  - Do a quiz to find out which party he aligns with

IV. CHALLENGES AND PAIN POINTS

- **Primary Challenge:** The biggest pain point is that he doesn't have a strong understanding of Dutch.
- **Other Challenges:**
  - He has bad sight

V. MOTIVATIONS AND INFLUENCES

Motivating Factors:
- Wants to be an informed citizen and feel included in Dutch society
- Seeks to make the best decision for his family's future
- Desires simplicity and clarity in accessing political information

Influencers and Resources:
- Relies on family and community for advice
- Seeks information through social media groups in his native language
- Occasionally follows Dutch news translated by others

VI. PREFERRED COMMUNICATION CHANNELS

Primary Channel:
- Mobile-friendly website with simple text and visual aids

Other Channels:
- Word of mouth from colleagues and family

VII. EXPECTATIONS AND NEEDS

Primary Expectation:
- Clear, accessible, and trustworthy information about Dutch politics and elections

Key Needs:

- Multilingual support (simplified Dutch)
- Large text, icons, and audio features for accessibility

VIII. QUOTES

Quote 1:

"I want to understand Dutch politics, but sometimes the language and information are too difficult."

Quote 2:

"I just want to know who can make life better for me and my family."

IX. HOW WE CAN HELP

Overview:

Your company can support Nikolaj by creating an **easy-to-navigate, and visually accessible platform** that explains Dutch elections in simple terms. Interactive tools, like **quizzes and visual guides** can help him overcome his language barriers and poor eyesight. By providing trusted, accessible political information, your company empowers him to confidently participate in Dutch democracy.