



User Persona Format

I. USER PERSONA: Tim de Gamer

Basic Information

- Name: **Tim de Gamer**
 - Age: **13**
 - Gender: **Male**
 - Location: **Utrecht, Netherlands**
 - Occupation: **Middle school student (first year)**
 - Company: **n/a**
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II. BACKGROUND

Description:

Tim is in his first year middle school and has just entered a new stage of his life. He has basic skills computers, social media and gaming. His interests are mainly gaming, soccer, and watching YouTube. He uses his smartphone and laptop daily to stay in touch with friends and to explore new things. His young age and curiosity influence his choices: he looks for fun and easy-to-use solutions that make his free time more enjoyable.

III. GOALS AND OBJECTIVES

- **Primary Goal:** Have fun and experience new things through games, social media, and hobbies.

- **Secondary Goals:**

- Stay connected with friends outside of school.
 - Improve his skills, like getting better at gaming or video editing.
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IV. CHALLENGES AND PAIN POINTS

- **Primary Challenge:** Limited time due to schoolwork and parental rules about screen time.
 - **Other Challenges:**
 - Struggling to balance school, sports, and online activities.
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V. MOTIVATIONS AND INFLUENCES

- **Motivating Factors:**
 - Wants to have fun and not feel left out by friends.
 - Wants to develop his hobbies (gaming, making videos).
 - **Influencers and Resources:**
 - Friends and classmates.
 - Parents and older siblings for advice.
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VI. PREFERRED COMMUNICATION CHANNELS

- **Primary Channel:** Social media (WhatsApp, Instagram, TikTok).
 - In-person with friends.
 - YouTube videos as an information source.
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VII. EXPECTATIONS AND NEEDS

- **Primary Expectation:** Convenience and fun: quick, engaging, and accessible products or services that suit his age.

- **Key Needs:**

- Affordable or free options (games, apps).
 - Quick and fast, because he is busy.
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VIII. QUOTES

- **Quote 1:** "I just want to hang out with my friends and play games together."
 - **Quote 2:** "It would be awesome if I could start my own YouTube channel."
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IX. HOW [YOUR COMPANY NAME] CAN HELP

Our website can help Tim by making politics and elections understandable and engaging for his age group. A clear, visually attractive, and interactive website can turn complex topics into fun learning moments. With features like simple explanations, interactive quizzes, and videos, Tim can explore political ideas in a way that feels more like gaming and less like studying. This helps him understand the world around him, feel confident joining conversations at school, and start forming his own opinions about society.

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