User Persona Format

I. USER PERSONA: Kevin

Basic Information

- **Name:** Kevin
- **Age:** 20
- **Gender:** Male
- **Location:** Langedijk, Nederland
- **Occupation:** Student (HBO Communicatie)
- **Company:** DHL warehouse

II. BACKGROUND

Description:

Kevin is a university student who is becoming increasingly aware of social and political topics. He has little experience with voting but wants to make an informed choice. His political knowledge is limited, but he often relies on digital tools and websites to gather information quickly. Since he is used to consuming content online, he expects political information to be simple, clear, and visually engaging.

III. GOALS AND OBJECTIVES

- **Primary Goal:**

  Stay well-informed about elections in order to cast a conscious and confident vote.

- **Secondary Goals:**
  - Better understand political parties and their positions.
  - Gain insight into regional differences (by province and municipality).

IV. CHALLENGES AND PAIN POINTS

- **Primary Challenge:**
  Political information is often complex, overwhelming, or too lengthy.
- **Other Challenges:**
  - Difficulty comparing parties and viewpoints.
  - Lack of motivation to read through long and jargon-heavy texts.

V. MOTIVATIONS AND INFLUENCES

- **Motivating Factors:**
  Kevin wants to feel confident and taken seriously as a voter. He values participation in society and being able to join discussions about current issues.
- **Influencers and Resources:**
  - Family and friends who have more voting experience.
  - Online voting guides and political information websites.
  - Social media platforms and online news outlets.

VI. PREFERRED COMMUNICATION CHANNELS

- **Primary Channel:**
  Website (desktop and mobile).
- **Other Channels:**
  - Social media (Instagram, TikTok, Twitter/X).
  - YouTube (short informative videos).

VII. EXPECTATIONS AND NEEDS

- **Primary Expectation:**
  A user-friendly and visually clear website that provides quick insights into election results and party standpoints.
- **Key Needs:**
  - Interactive visuals (maps, graphs showing province/municipality results).
  - Clear, concise explanations without political jargon.

VIII. QUOTES

- **Quote 1:**
  "Voting is important, but I want to understand the differences quickly."
- **Quote 2:**
  "Just give me clear and simple info, and I'll make my own decision."

IX. HOW [YOUR WEBSITE] CAN HELP

Overview:
The website provides Kevin with exactly what he needs: an accessible and structured way to explore election information. Interactive maps and graphs help him easily view results per province or municipality. Clear summaries and simplified explanations help him understand party positions without feeling overwhelmed. This allows Kevin to cast his vote with confidence while feeling more engaged in the democratic process.