# User Persona Format

## I. USER PERSONA: Sarah de Vries

### Basic Information

- Name: **Sarah de Vries**
- Age: **42**
- Gender: **Female**
- Location: **Utrecht, Netherlands**
- Occupation: **High School Teacher (Social Studies / Civics)**
- Company: **Utrecht Public High School**

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## II. BACKGROUND

**Description:**

Sarah has been teaching social studies for nearly 15 years. She has a degree in education and political science, and she's passionate about making politics accessible to younger generations. She often uses real-world events, like elections, in her lessons. Her teaching style emphasizes interactive learning, so she looks for tools and websites that present complex information in a simple, clear, and engaging way.

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## III. GOALS AND OBJECTIVES

- **Primary Goal:** To provide her students with trustworthy and easy-to-understand election results that can be used in class discussions and projects.

- **Secondary Goals:**
  - Find interactive graphs and data that simplify political results for younger audiences.
  - Quickly access clear comparisons between parties and candidates.

# IV. CHALLENGES AND PAIN POINTS

- **Primary Challenge:** Overly complicated election data and jargon that students struggle to understand.

- **Other Challenges:**
  - Limited time to prepare class materials.
  - Difficulty finding engaging visuals that hold students' attention.

# V. MOTIVATIONS AND INFLUENCES

- **Motivating Factors:** Wants her students to be engaged and informed about democracy.

- **Influencers and Resources:**
  - Trusted news outlets and government websites.
  - Recommendations from fellow educators.

# VI. PREFERRED COMMUNICATION CHANNELS

- **Primary Channel:** Email (professional use).
- **Other Channels:**
  - Educational forums/networks.
  - Social media (mainly for following updates, not discussions).

## VII. EXPECTATIONS AND NEEDS

- **Primary Expectation:** Election results should be presented in a clear, reliable, and student-friendly format.

- **Key Needs:**
  - Simple graphs and visualizations.
  - Accurate, unbiased data.

## VIII. QUOTES

- **Quote 1:** "I need election results my students can actually understand without me having to explain every single number."

- **Quote 2:** "Politics should feel relevant, not confusing. The right tools can really make that difference in the classroom."

## IX. HOW [YOUR COMPANY NAME] CAN HELP

**Overview:** The election results website can support Sarah by offering clear, easy-to-read graphs and explanations of results. Interactive comparisons between parties and candidates help her make lessons engaging. Reliable and unbiased data ensures she can confidently use the website as a teaching resource, saving her time in preparing materials and boosting student engagement.