

Evolution of Design in Elections

Good design and clear language makes
a better election experience

EAC Roundtable discussion
August 11, 2011

Whitney Quesenberry
Usability in Civic Life Project



Twitter
@whitneyq
#BReady2012



Design, plain language, and usability all start with people

A good voting experience takes

- Good design
- Clear information
- Easy to understand interaction

All working together!

photo from Susan King Roth "Disenfranchised by Design" ID Journal, 1998



**How far have
we come?**

Chicago judicial retention ballot

JUDICIAL RETENTION – CIRCUIT COURT (RETENCION JUDICIAL – CORTE DE CIRCUITO)		JUDICIAL RETENTION – CIRCUIT COURT (RETENCION JUDICIAL – CORTE DE CIRCUITO)	
FOR PAI	FOR PAI	FOR PAI	G
Shall CAROLE KAMIN BELLows be retained in office as JUDGE OF THE CIRCUIT COURT, COOK COUNTY JUDICIAL CIRCUIT? <small>(Deberá CAROLE KAMIN BELLows ser retida en su puesto como JUEZ DE LA CORTE DE CIRCUITO, CIRCUITO JUDICIAL DEL CONDADO DE COOK?)</small>		YES 229 → NO 231 → Shall DAVID G. LICHTENSTEIN be retained in office as JUDGE OF THE CIRCUIT COURT, COOK COUNTY JUDICIAL CIRCUIT? <small>(Deberá DAVID G. LICHTENSTEIN ser retido en su puesto como JUEZ DE LA CORTE DE CIRCUITO, CIRCUITO JUDICIAL DEL CONDADO DE COOK?)</small>	
YES 233 → NO 235 → Shall MICHAEL J. HOGAN be retained in office as JUDGE OF THE CIRCUIT COURT, COOK COUNTY JUDICIAL CIRCUIT? <small>(Deberá MICHAEL J. HOGAN ser retido en su puesto como JUEZ DE LA CORTE DE CIRCUITO, CIRCUITO JUDICIAL DEL CONDADO DE COOK?)</small>		YES 237 → NO 239 → Shall ALAN J. GREIMAN be retained in office as JUDGE OF THE CIRCUIT COURT, COOK COUNTY JUDICIAL CIRCUIT? <small>(Deberá ALAN J. GREIMAN ser retido en su puesto como JUEZ DE LA CORTE DE CIRCUITO, CIRCUITO JUDICIAL DEL CONDADO DE COOK?)</small>	
YES 241 → NO 243 → Shall MARY MAXWELL THOMAS be retained in office as JUDGE OF THE CIRCUIT COURT, COOK COUNTY JUDICIAL CIRCUIT? <small>(Deberá MARY MAXWELL THOMAS ser retida en su puesto como JUEZ DE LA CORTE DE CIRCUITO, CIRCUITO JUDICIAL DEL CONDADO DE COOK?)</small>		YES 229 → NO 231 → Shall KATHY M. FLANAGAN be retained in office as JUDGE OF THE CIRCUIT COURT, COOK COUNTY JUDICIAL CIRCUIT? <small>(Deberá KATHY M. FLANAGAN ser retida en su puesto como JUEZ DE LA CORTE DE CIRCUITO, CIRCUITO JUDICIAL DEL CONDADO DE COOK?)</small>	
 Shall FRANCIS BARTH be retained in office as JUDGE OF THE CIRCUIT COURT, COOK COUNTY JUDICIAL CIRCUIT? <small>(Deberá FRANCIS BARTH ser retida en su puesto como JUEZ DE LA CORTE DE CIRCUITO, CIRCUITO JUDICIAL DEL CONDADO DE COOK?)</small>		← 230 YES Shall CURTIS HEASTON be retained in office as JUDGE OF THE CIRCUIT COURT, COOK COUNTY JUDICIAL CIRCUIT? <small>(Deberá CURTIS HEASTON ser retido en su puesto como JUEZ DE LA CORTE DE CIRCUITO, CIRCUITO JUDICIAL DEL CONDADO DE COOK?)</small>	
 Shall STUART ALLEN NUDELMAN be retained in office as JUDGE OF THE CIRCUIT COURT, COOK COUNTY JUDICIAL CIRCUIT? <small>(Deberá STUART ALLEN NUDELMAN ser retido en su puesto como JUEZ DE LA CORTE DE CIRCUITO, CIRCUITO JUDICIAL DEL CONDADO DE COOK?)</small>		← 232 NO ← 234 YES Shall MICHAEL J. KELLY be retained in office as JUDGE OF THE CIRCUIT COURT, COOK COUNTY JUDICIAL CIRCUIT? <small>(Deberá MICHAEL J. KELLY ser retido en su puesto como JUEZ DE LA CORTE DE CIRCUITO, CIRCUITO JUDICIAL DEL CONDADO DE COOK?)</small>	
 Shall EDWARD R. BURR be retained in office as JUDGE OF THE CIRCUIT COURT, COOK COUNTY JUDICIAL CIRCUIT? <small>(Deberá EDWARD R. BURR ser retido en su puesto como JUEZ DE LA CORTE DE CIRCUITO, CIRCUITO JUDICIAL DEL CONDADO DE COOK?)</small>		← 236 NO ← 238 YES Shall JOHN E. MORRISSEY be retained in office as JUDGE OF THE CIRCUIT COURT, COOK COUNTY JUDICIAL CIRCUIT? <small>(Deberá JOHN E. MORRISSEY ser retido en su puesto como JUEZ DE LA CORTE DE CIRCUITO, CIRCUITO JUDICIAL DEL CONDADO DE COOK?)</small>	
 Shall BARBARA J. DISKO be retained in office as JUDGE OF THE CIRCUIT COURT, COOK COUNTY JUDICIAL CIRCUIT? <small>(Deberá BARBARA J. DISKO ser retida en su puesto como JUEZ DE LA CORTE DE CIRCUITO, CIRCUITO JUDICIAL DEL CONDADO DE COOK?)</small>		← 240 NO ← 242 YES Carole Kamin Bellows YES 229 → NO 230 → vote yes or no vote si o no	
 YES: Retain the candidate in office as Judge of the Circuit Court, Cook County Judicial Circuit. YES: Retenga al candidato en su puesto como Juez De La Corte De Circuito, Circuito Judicial Del Condado De Cook.		David G. Lichtenstein YES 233 → NO 234 → Michael J. Hogan YES 237 → NO 238 → Alan J. Greiman YES 241 → NO 242 → Mary Maxwell Thomas YES 245 → NO 246 → Francis Barth YES 249 → NO 250 → Stuart Allen Nudelman YES 253 → NO 254 → Edward R. Burr YES 257 → NO 258 → Barbara J. Disko YES 261 → NO 262 →	
 NO: Don't retain the candidate in office as Judge of the Circuit Court, Cook County Judicial Circuit. NO: No retenga al candidato en su puesto como Juez De La Corte De Circuito, Circuito Judicial Del Condado De Cook.		← 231 YES Kathy M. Flanagan ← 232 NO ← 235 YES Curtis Heaston ← 236 NO ← 239 YES Michael J. Kelly ← 240 NO ← 243 YES John E. Morrissey ← 244 NO ← 247 YES Ronald C. Riley ← 248 NO ← 251 YES Francis X. Golniewicz ← 252 NO ← 255 YES Moshe Jacobius ← 256 NO ← 259 YES Stuart F. Lubin ← 260 NO ← 263 YES Marvin P. Luckman ← 264 NO	
JUDICIAL RETENTION CIRCUIT COURT RETENCION JUDICIAL CORTE DE CIRCUITO			
vote yes or no voto si o no			
If you spoil your ballot, ask the judge for a new one. Si usted daa su balota, pdale una balota nueva al Juez.			
Turn page to continue voting. Voltee la página para continuar votando.			

Official Ballot
Balota Oficial

Voting instructions

Voting Instructions

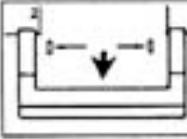
STEP 1

Using both hands, insert the unfolded ballot card all the way into the Votomatic. If ballot card is folded, you will not be able to vote.



STEP 2

Be sure the two holes in your ballot card fit down over the two red pins.



STEP 3

To vote, hold the voting instrument straight up. **Punch straight down** through the ballot card for the candidates of your choice.

Do not use pen or pencil



STEP 4

Vote all pages.

STEP 5

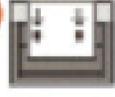
After voting, remove the ballot card from the Votomatic. Then fold the long stub down over the face of the voted ballot for privacy.

Note: If you make a mistake return your ballot card and obtain another.

AFTER VOTING, CHECK YOUR BALLOT CARD TO BE SURE YOUR VOTING SELECTIONS ARE CLEARLY AND CLEANLY PUNCHED AND THERE ARE NO CHIPS LEFT HANGING ON THE BACK OF THE CARD.

voting instructions
instrucciones para votar

- 1 Use both hands. Insert ballot card and make sure it fits down over the two red pins.

- 2 Make sure the two holes in the ballot card fit down over the two red pins.

- 3 Hold the voting instrument straight up and down. Punch straight down through the ballot card for the candidates of your choice.

- 4 After voting, check your ballot card for any mistakes. If there are any mistakes, return the ballot card and obtain another.


If you make a mistake, return the ballot card and obtain another.

If you need help, please call our customer service line at 1-800-123-4567.

Minnesota absentee ballot instructions

Instructions for Absentee Voters

CITY AND SCHOOL DISTRICT ELECTION BALLOT
CITY OF MINNEAPOLIS
GENERAL ELECTION
NOVEMBER 6, 2007

INSTRUCTIONS TO VOTERS

To vote, you must be registered to vote in Minnesota, including your spouse or another relative, or they may be a notary public or person with the authority to administer oaths.

CITY OFFICES

MAYOR
 COUNCILORS
 CANDIDATES
 CANDIDATES
 CANDIDATES
 CANDIDATES

CITY QUESTIONS

CITY QUESTION NUMBER
 CITY QUESTION NUMBER
 CITY QUESTION NUMBER

SCHOOL DISTRICT

INDEPENDENT SCHOOL DISTRICT
 CITY DISTRICT
 COUNTY DISTRICT
 STATE DISTRICT

SCHOOL DISTRICT QUESTIONS

SCHOOL DISTRICT QUESTION NUMBER
 SCHOOL DISTRICT QUESTION NUMBER
 SCHOOL DISTRICT QUESTION NUMBER

TECHNICAL MEMO

WRITE ME UP IF I'M ALLOWED TO VOTE
 YES
 NO
 UNKNOWN
 UNKNOWN

WITNESS'S SIGNATURE

WITNESS'S SIGNATURE
 WITNESS'S SIGNATURE
 WITNESS'S SIGNATURE

INSTRUCTIONS TO VOTER

INSTRUCTIONS TO VOTER

Step 1. You must have a witness to vote by absentee ballot. Your witness may be anyone who is registered to vote in Minnesota including your spouse or another relative, or they may be a notary public or person with the authority to administer oaths.

Step 2. Show your witness the unmarked ballot(s).

Step 3. Mark your votes according to the instructions on the ballot(s). Mark your ballot(s) in private. If you have a disability or are otherwise unable to mark the ballot(s), you may ask your witness to assist you. Make sure you do not vote for more candidates than allowed for any office, since this will prevent your votes for that office from being counted. If you make an error when marking your ballot, you may request a new ballot from the election official from whom you received your ballot. If you cannot request a new ballot, completely erase any errors and remark your ballot. Do not put any identifying marks on the ballot.

WHEN PARTISAN PRIMARY RACES ARE ON THE BALLOT:
If you are voting in a partisan primary, you may only vote for the candidates of one party on the partisan portion of the ballot. Voting for candidates not within the same party will prevent the entire partisan portion of your primary ballot from being counted.

Step 4. Fold and place all voted ballots in the ballot secrecy envelope and seal the envelope. Do not write on the ballot secrecy envelope.

Step 5. Place the ballot secrecy envelope into the ballot return envelope and seal the envelope.

Step 6. Print your name and address on the back of the ballot return envelope unless a label with your name and address has already been affixed. Sign your name. The name, address, and signature of your witness are required as well.

Step 7. Return your ballot by mail or an express service to the address on the ballot return envelope, allowing enough time to be delivered by election day. You may also deliver it in person by 5:00 p.m. on the day before election day or have another person return your ballot by 3:00 p.m. on election day (this person cannot return ballots for more than three voters).

BALLOT SECRECY ENVELOPE
PLACE BALLOTS INSIDE THIS ENVELOPE

TO BE COMPLETED BY VOTER

VOTER'S NAME (PRINT): _____ MN _____
Address on election day I will need at the top:
VOTER'S SIGNATURE DATE

TO BE COMPLETED BY WITNESS

Witness's Name _____ MN _____
Address on election day I will need at the top:
WITNESS'S SIGNATURE DATE

ADDRESS OF RETURN ENVELOPE IN MINNEAPOLIS

ADDRESS OF RETURN ENVELOPE: _____ MN _____
SIGNATURE OF WITNESS: _____ DATE: _____
TITLE OF WITNESS (IF UNOFFICIAL): _____

FOR OFFICE USE ONLY

RECEIVED: _____
RELEASER: _____

Instructions

How to vote by absentee ballot for pre-registered voters

Get ready

- You will need:
- Ballot
 - Tan ballot envelope
 - White signature envelope
 - Pen with black ink
 - Witness
 - Anyone registered to vote in Minnesota *including your spouse or relative, or a notary public, or a person with the authority to administer oaths*

① Vote!

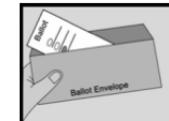
- Show your witness your blank ballot, then mark your votes in private.
- Follow the instructions on the ballot.
- Do not write your name or ID number anywhere on the ballot.
- Do not vote for more candidates than allowed. *If you do, your votes for that office will not count.*

See the other side if you make a mistake on your ballot.



② Seal your ballot in the tan ballot envelope

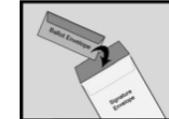
- Do not write on this envelope.



③ Put the tan ballot envelope into the white signature envelope

④ Complete the white signature envelope

- If there is no label, print your name and Minnesota address.
 - Read and sign the oath and write the date.
- This signature will be compared to the one on your absentee ballot application.
- Ask your witness to print their name and Minnesota address and sign their name.
If your witness is an official, they must print their title instead of an address. Notaries must also affix their stamp.
 - Seal the envelope.



⑤ Return your ballot by election day to the address on the signature envelope

Balloons may not be delivered directly to your polling place.

You have three options:

- Send it so it arrives by election day, using U.S. mail or a package delivery service,
- Deliver it in person by 5:00 p.m. on the day before the election, or
- Ask someone to deliver it by 3:00 p.m. on election day.
This person cannot deliver more than 3 ballots.



See other side for special instructions if you have a disability.

Redesign concept for New York ballots

THIS IS A TEST BALLOT: 2010-10-09 12:09:59

OFFICE	1 GOVERNOR AND LIEUTENANT GOVERNOR (Vote once)	2 COMPTRROLLER (Vote for any ONE)	3 ATTORNEY GENERAL (Vote for any ONE)	4 UNITED STATES SENATOR (6 Year Term) (Vote for any ONE)	5 UNITED STATES SENATOR (2 Year - Unexpired Term) (Vote for any ONE)	6 REPRESENTATIVE IN CONGRESS 22nd District (Vote for any ONE)	7 STATE SENATOR 52nd District (Vote for any ONE)	8 MEMBER OF ASSEMBLY 129th District (Vote for any ONE)	9 SURROGATE COURT JUDGE (Vote for any ONE)	10 COUNTY JUDGE (Vote for any ONE)	11 SHERIFF (Vote for any ONE)	12 COUNTRY LEGISLATOR 1st District (Vote for any ONE)
DEMOCRATIC A	1A Andrew M Cuomo and Robert J Duffy Democratic	3A Thomas P DiNapoli Democrat	4A Eric T Schneiderman Independent	6A Charles E Schumer Democrat	7A Kirsten E Gillibrand Democrat	9A Maurice D Hinckley Democrat	10A John P Orzel Democrat	11A Donna A Lupardo Democrat			14A Gary F O'Neill Democrat	15A Mark Whalen
REPUBLICAN B	1B Carl P Paladino for GOVERNOR Gregory J Edwards Independent	3B Harry Wilson Republican	4B Dan Donovan Independent	6B Jay Townsend Independent	7B Joseph J DioGuardi Republican	9B George K Phillips Republican	10B Thomas W Libous Republican	11B Arthur Garrison Republican	12B David H Guy Republican	13B Martin E Smith Independent	14B David E Harder Independent	15B TR Roberts Working Families

Instructions Mark the oval to the left of the name of your choice.

 To vote for a candidate whose name is not printed on the ballot, print the name clearly under the words 'Write-in', staying within the box.

The number of choices is listed for each contest. Do not mark the ballot for more choices than allowed. You do not have to vote in every contest. If you make a mistake, or want to change your vote, ask a poll worker for a new ballot.

Official Ballot for the General Election
12th Assembly District, County of Broome
City of Binghamton, Election District 26
 November 2nd, 2011 State of New York Ballot ID: 1026

Official Ballot for the General Election 12th Assembly District, County of Broome City of Binghamton, Election District 26 November 2nd, 2011 State of New York Ballot ID: 1026												
Governor and Lieutenant Governor Vote once		Comptroller Vote for 1	Attorney General Vote for 1	U.S. Senator (6-year term) Vote for 1	U.S. Senator (2-year unexpired term) Vote for 1	Representative in Congress 22nd District Vote for 1	State Senator 52nd District Vote for 1	Member of Assembly 129th District Vote for 1	Surrogate Court Judge Vote for 1	County Judge Vote for 1	Sheriff Vote for 1	County Legislator 1st District Vote for 1
Democratic	○ Andrew M Cuomo and Robert J Duffy Democratic	○ Thomas P DiNapoli Democrat	○ Eric T Schneiderman Independent	○ Charles E Schumer Democrat	○ Kirsten E Gillibrand Democrat	○ Maurice D Hinckley Democrat	○ John P Orzel Democrat	○ Donna A Lupardo Democrat			○ Gary F O'Neill Democrat	○ Mark Whalen Democratic
Republican	○ Carl P Paladino and Gregory J Edwards Republican	○ Harry Wilson Republican	○ Dan Donovan Republican	○ Jay Townsend Republican	○ Joseph J DioGuardi Republican	○ George K Phillips Republican	○ Thomas W Libous Republican	○ Arthur Garrison Republican	○ David H Guy Republican	○ Martin E Smith Republican	○ David E Harder Republican	
Independence	○ Andrew M Cuomo and Robert J Duffy Independence	○ Harry Wilson Independence	○ Eric T Schneiderman Independence	○ Charles E Schumer Independence	○ Kirsten E Gillibrand Independence	○ Maurice D Hinckley Independence	○ Thomas W Libous Independence	○ Arthur Garrison Independence			○ David E Harder Independence	
Conservative	○ Carl P Paladino and Gregory J Edwards Conservative	○ Harry Wilson Conservative	○ Dan Donovan Conservative	○ Jay Townsend Conservative	○ Joseph J DioGuardi Conservative	○ George K Phillips Conservative	○ Thomas W Libous Conservative	○ Arthur Garrison Conservative			○ David E Harder Conservative	
Working Families	○ Andrew M Cuomo and Robert J Duffy Working Families	○ Thomas P DiNapoli Working Families	○ Eric T Schneiderman Working Families	○ Charles E Schumer Working Families	○ Kirsten E Gillibrand Working Families	○ Maurice D Hinckley Working Families		○ Donna A Lupardo Working Families	○ Martin E Smith Working Families	○ TR Roberts Working Families		
Green	○ Howie Hawkins and Gloria Materra Green	○ Julia A Willebrand Green		○ Colia Clark Green	○ Cecilia Lawrence Green			○ Jason T Stokes Our Founding Fathers				
Rent Is 2 Damn High	○ Jimmy McMillan Rent Is 2 Damn High				○ Joseph Huff Rent Is 2 Damn High							
Libertarian Freedom	○ Warren Redlich and Alden Link Libertarian	○ Charles Barron and Eva M Doyle Freedom	○ John Gaetani Libertarian	○ Carl E Person Libertarian	○ Randy A Credico Libertarian Antiprohibition	○ John Clifton Libertarian						
Taxpayers Antiprohibition	○ Carl P Paladino and Gregory J Edwards Taxpayers	○ Kristin M Davis and Tanya Gendelman Antiprohibition		○ Ramon J Jimenez Freedom		○ Vivia Morgan Antiprohibition	○ Bruce Blakeman Tax Revolt					
Write-in:	Write-in:	Write-in:	Write-in:	Write-in:	Write-in:	Write-in:	Write-in:	Write-in:	Write-in:	Write-in:	Write-in:	Write-in:

Turn ballot over ↗



Best Practices:
Design ballots to
be easy to read

<p style="text-align: center;">OFFICIAL BALLOT FOR THE GENERAL ELECTION NOVEMBER 2, 2010 CITY OF NEW YORK COUNTY OF NEW YORK</p>		<p>Affidavit Stamp Here</p>	<p>Style 0001 6th Assembly District E.D.S. 1?</p>
PROPOSALS PROPUESTAS			
<p>Proposal Number One, Question - Term Limits</p> <p>The proposal would amend the City Charter to:</p> <ul style="list-style-type: none"> • Reduce from three to two the maximum number of consecutive full terms that can be served by elected city officials; and • Make this change applicable only to those city officials who are first elected at or after the 2010 general election and; • Prohibit the City Council from altering the term limits of elected city officials serving when this proposal is adopted? <p>Propuesta Número Uno, Pregunta - Límites del Período</p> <p>La propuesta modificará los Estatutos de la Ciudad para:</p> <ul style="list-style-type: none"> • Reducir del número máximo de períodos consecutivos que funcionarios electos de la ciudad puedan servir de tres a dos. • Hacer este cambio de límites del período aplicable solo a esos funcionarios electos de la ciudad que son elegidos por primera vez en o después de la elección general del 2010. • Prohibir al Consejo de la Ciudad de alterar los límites del período de los funcionarios electos desempeñando en el cargo. <p>¿Debe aprobarse la modificación propuesta?</p>			
1	YES <input type="radio"/>	NO <input type="radio"/>	
<p>Proposal Number Two, Question - Elections and Government Administration</p> <p>The proposal would amend the City Charter to:</p> <ul style="list-style-type: none"> • Disclosure of Independent Campaign Financing: Require public disclosure of expenditures made by entities and individuals independent from candidates to influence the outcome of a city election or referendum; • Ballot Access: Generally require all petition signatures needed by candidates for their office to appear on a ballot; • Voter Assistance and Campaign Finance Board: Merge voter assistance functions, including a recognized Voter Assistance Advisory Committee, into the Campaign Finance Board, and merge the campaign finance board into the voter assistance board; • Conflict of Interest Law: Require all public servants to receive conflicts of interest training, raise the maximum fine for a public servant who violates the City's conflicts of interest laws, and expand the City's conflict of interest laws to cover more individuals; • City Administrative Tribunals: Authorize the Mayor to direct the merger of administrative tribunals and adjudications into the Office of Administrative Trials and Hearings, and the Department of Consumer Affairs to adjudicate all violations issued by that department; • City Reporting Requirements and Advisory Bodies: Create a commission to review and report on requirements and procedures that may be waived under the City Charter, subject to City Council review, where the commission finds that they are unnecessary and redundant; • Map of Facility Siting: Include in the City's facilities siting map those transportation and waste management facilities operated by or for governmental entities, or by private entities that provide services to governmental entities. <p>Shall this proposal be adopted?</p> <p>Propuesta Número Dos, Pregunta - Administración de Elecciones y del Gobierno</p> <p>La propuesta modificará los estatutos de la ciudad para:</p> <ul style="list-style-type: none"> • Exigir la divulgación de los gastos realizados por entidades e individuos, independiente de los candidatos, para influir en los resultados de una elección o referéndum de la ciudad; • Acceso a la Papeleta: Generalmente requerir que todas las firmas necesarias para que un candidato sea incluido en la papeleta, para cargo de elección, aparezcan en la papeleta; • Comisión de Asistencia Electoral y de Finanzas Políticas: Fusionar las funciones de asistencia electoral, incluyendo un Comité Asesor de Asistencia Electoral a los Votantes reconstituido, con la Junta de Financiamiento de Campañas y cambiar cuando comienzan los períodos de los miembros de la Junta de Financiamiento de Campañas; • Ley de Conflicto de Intereses: Exigir a todos los funcionarios públicos recibir entrenamiento en conflictos de intereses, aumentar la multa máxima para un funcionario público que viola la ley de conflictos de intereses de la Ciudad, y permitir a la Ciudad de New York obtener la multa máxima obtenida de tal infracción; • Tribunales Administrativos y Adjudicaciones: Autorizar al Alcalde a dirigir la combinación de tribunales administrativos y adjudicaciones con la Oficina de Juzgados y Audiencias Administrativas y permitir a la Junta de Financiamiento de Campañas sancionar todas las infracciones promulgadas por el departamento; • Requisitos de Presentación de Informes de la Ciudad y Grupos Consultivos: Crear una comisión para revisar y presentar informes sobre las regulaciones innecesarias y redundantes que no son de valor constante; • Mapa de Ubicación de Instalaciones: Incluir en el mapa de ubicación de instalaciones de la ciudad esas instalaciones de transporte y manejo de residuos operadas por o para entidades gubernamentales, o por entidades privadas que proporcionan servicios comparables. <p>¿Debe aprobarse la modificación propuesta?</p>			
2	YES <input type="radio"/>	NO <input type="radio"/>	
<p>Sample Ballot</p> <p>Juan Dent President Juan Carlos Polanco Secretary Nancy Molina-Schaefer Commissioner Gregory C. Soumas J. P. Ryan Jose Miguel Fraijo Naomi Barrera Commissioners of Elections</p>			

Make the text large enough

■ One of the most frequent complaints from voters in usability tests is the size of the text on paper ballots

KATHY M. FLANAGAN



Kathy M. Flanagan



Use lowercase letters, not ALL CAPITAL LETTERS

- The shapes of the letters are not as distinct.
- Lines of text look more crowded
- In social media, capital letters are like shouting

Representative in Congress 22nd District Vote for 1	State Senator 52nd District Vote for 1	Member of Assembly Vote for 1
<input type="radio"/> Maurice D Hinchey Democratic	<input type="radio"/> John P Orzel Democratic	<input type="radio"/> Donna A Lupardo Democratic
<input type="radio"/> George K Phillips Republican	<input type="radio"/> Thomas W Libous Republican	<input type="radio"/> Arthur Garrison Republican
<input type="radio"/> Maurice D Hinchey Independence	<input type="radio"/> Thomas W Libous Independence	<input type="radio"/> Arthur Garrison Independence

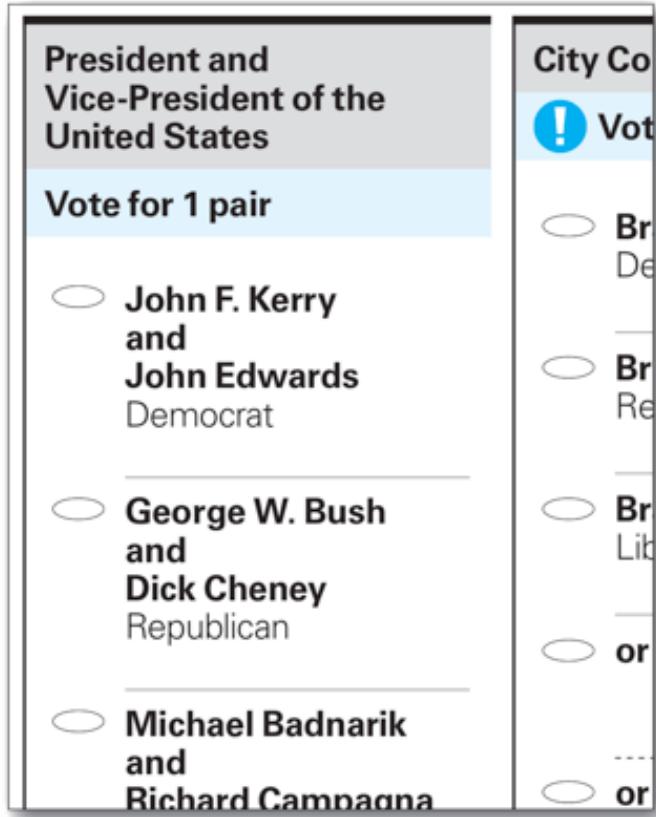
Yamhill County, Oregon
 Official General Election Ballot
 November 5, 2002

Ballot Style 3

Align text on the left,
instead of centering it

Strong alignment makes the ballot
easier to scan

- Ballot identification header
- Contests and candidates
- Ballot questions
- Instructions



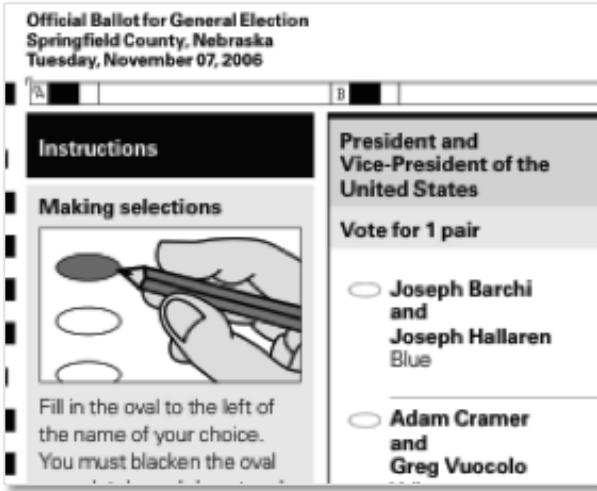
Pick one font

The best practices suggest

- Use a single font family
- Pick a sans-serif font
- Use size and weight (bold or light fonts) for emphasis



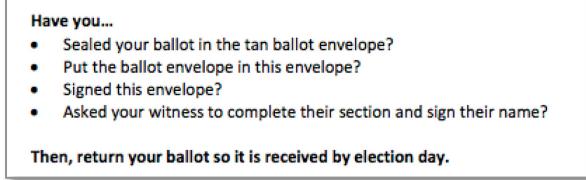
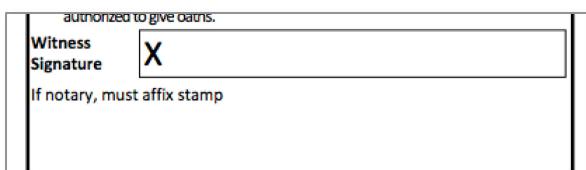
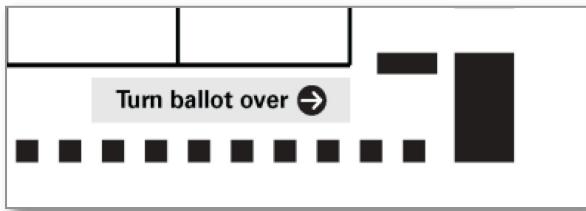
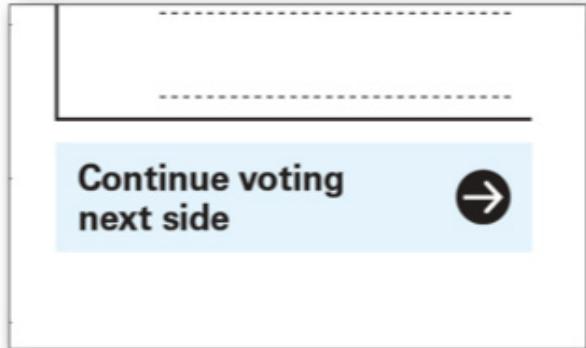
**Best Practices:
Use design for
organization and
meaning**



Use color and contrast in meaningful ways

Shading and color create hierarchy of importance

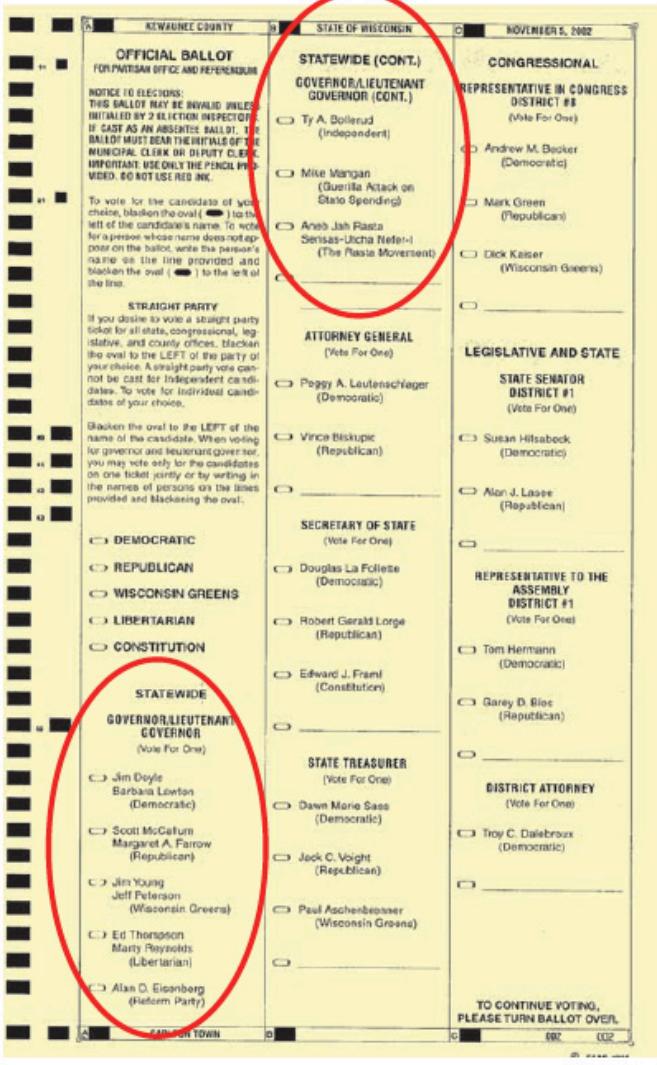
- Separate instructions and contests
- Highlight selections
- Emphasize important information



Place instructions to guide voters through the ballot

Put instructions where they are needed

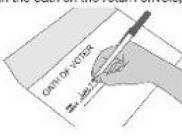
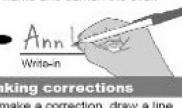
- In the upper-left or first column
- Before the first contest.
- When instructions change
- At the end of a form



Use layout to reinforce organization and meaning

Don't split contests

- Sample ballots in Ohio in 2008 also split the first contest across two columns

King County, Washington Official General Election Ballot November 3, 2009		
Instructions	State of Washington	King County
Making selections Use a dark pen to completely fill in the oval next to your choice.	Passed by the Legislature and Ordered Referred by Petition	Charter Amendment No. 4 Adding New Section 897 - High Conservation Value Properties
	Referendum Measure No. 71	
1 Do not cut, tear or damage ballot.	The legislature passed Engrossed Second Substitute Senate Bill 5686 concerning rights and responsibilities of state registered domestic partners and voters have filed a sufficient referendum petition on this issue. This bill would expand those rights, responsibilities, and obligations accorded state-registered same-sex and senior domestic partners to be equivalent to those of married spouses, except that a domestic partnership is not a marriage. Should this bill be:	
Returning the ballot Insert completed ballot into security envelope.	<input type="radio"/> APPROVED <input type="radio"/> REJECTED	
	King County	
Insert security envelope containing completed ballot into return envelope. Sign the oath on the return envelope.	Charter Amendment No. 1 Repeal of Section 350.20.30 and Portions of Article 9 - Transitory Provisions	
	Shall those no longer relevant portions of King County Charter Article 9 relating to the county's prior transition to a home rule charter and King County Charter Section 350.20.30, relating to the county's transition to a different form of government, be repealed, as provided in Ordinance No. 164847?	
Optional Write-In To vote for a write-in candidate, write the name and darken the oval.	<input type="radio"/> YES <input type="radio"/> NO	
	Charter Amendment No. 2 Repeal of Charter Section 475 - Work Programs and Allotments	
Making corrections To make a correction, draw a line through the candidate's name. You then have the option of making another choice.	Shall King County Charter Section 475, relating to preparation of work programs and requested allotments and to appropriation transfers, be repealed, as provided in Ordinance No. 165467?	
	<input type="radio"/> YES <input type="radio"/> NO	
State of Washington	Charter Amendment No. 3 Amendment of Section 800 - Charter Review	Judicial
Proposed by Initiative Petition	Shall King County Charter Section 800 be amended to clarify that charter commission appointees are to be confirmed by the council and to provide that the council is required to consider proposed charter amendments and act on them at an open public meeting, as provided in Ordinance Nos. 16547 and 165997?	Court of Appeals, Division No. 1, District No. 3 Judge Position No. 3
Initiative Measure No. 1033		nonpartisan office vote for one
Initiative Measure No. 1033 concerns state, county and city revenue. This measure would limit growth of certain state, county and city revenue to annual inflation and population growth, not including voter-approved revenue increases. Revenue collected above the limit would reduce property tax levies. Should this measure be enacted into law?		<input type="radio"/> Anne L. Ellington <input type="radio"/> Write-in
<input type="radio"/> YES <input type="radio"/> NO		

Use layout to reinforce organization and meaning

Don't hide contests below instructions

Continued on other side



Photo from the Trace Center

**What holds us
back?**

8210.0500 INSTRUCTIONS TO ABSENT VOTER.

Subpart 1. Required instructions.

Instructions to the absent voter shall be enclosed transmitted with the absentee ballot materials mailed sent or delivered to the absent voter. The instructions shall be in the form in subpart 2, 3, ~~or 4, or 5 and 6~~. The instructions may include a telephone number or electronic mail address which voters can call or contact for help in absentee voting. ~~In election jurisdictions using electronic voting systems, the instructions must explain how to correctly mark and fold the electronic voting system ballots ballot.~~ The instructions must inform the voter of the effect of casting multiple votes for an office and, in the case of a partisan primary, the effect of voting for candidates of more than one party. The instructions must include information on how to correct a ballot before it is cast and counted, including instructions on how to request a replacement ballot if the voter is unable to change the ballot or correct an error. The instructions must include a graphic depiction of the absentee ballot materials and how they are to be assembled by the voter. The secretary of state must provide each county auditor with a sample graphic depiction.

Subp. 2. Instructions for registered voters.

INSTRUCTIONS FOR ABSENTEE VOTERS

Step 1. You must have a witness to vote by absentee ballot. Your witness may be anyone who is registered to vote in Minnesota including your spouse or another relative, ~~or they may be a notary public or a person with the authority to administer oaths.~~

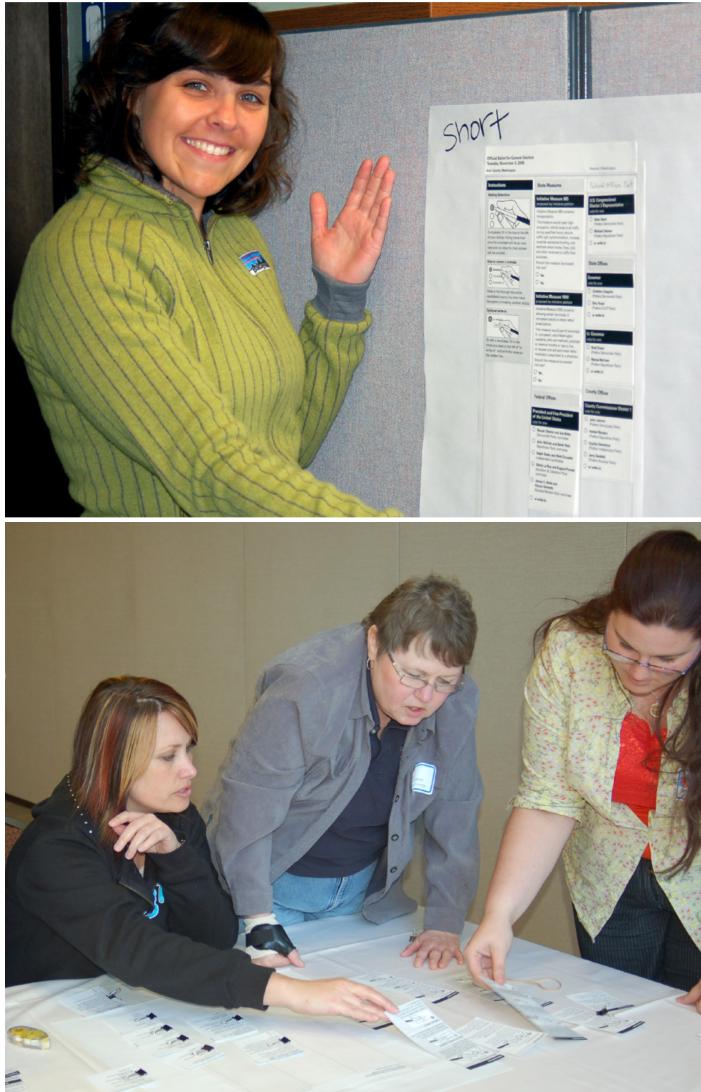
Step 2. Show your witness the unmarked ballot(s).

Step 3. Mark your votes in private according to the instructions on the ballot(s). Mark your ballot(s) in private. If you have a disability or are otherwise unable to mark the ballot(s), you may ask your witness to assist you. Make sure you do not vote for more candidates than allowed for any office, since this will prevent your votes for that office from being counted. If you make an error when marking your ballot, you may request a new ballot from the election official from whom you received your ballot. If you cannot request a new ballot, either completely erase any errors or draw a line through the name of the candidate(s) for whom you mistakenly voted and remark your ballot for your preferred candidate(s). Do not put any identifying marks write your name or an identification number anywhere on the ballot.

WHEN PARTISAN PRIMARY RACES ARE ON THE BALLOT: If you are voting in a partisan primary, you may only vote for the candidates of one party on the partisan portion of the ballot. Voting for candidates not within the same of more than one party will prevent the entire partisan portion of your primary ballot from being counted.

We negotiate design in legal markup, not as it will be seen by voters

- How can anyone understand what this will look like?
- How can we know whether it will be usable?



Election departments don't have (enough) design resources

- We need more programs like the AIGA Election Design Fellowships in Oregon and Washington

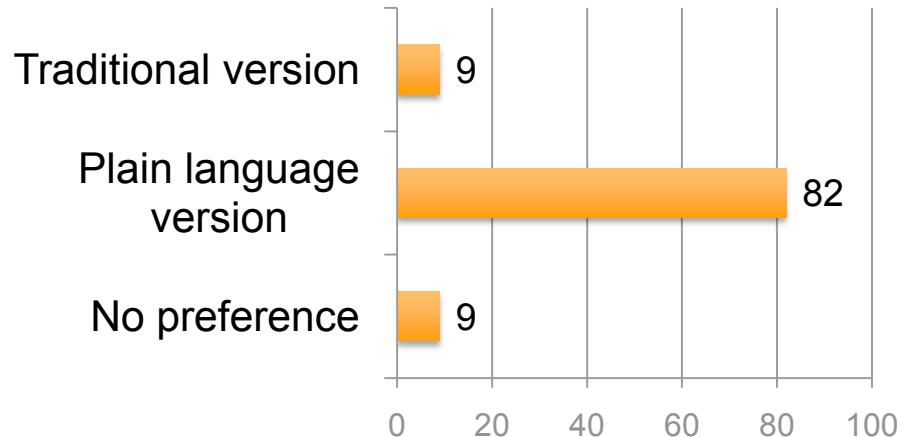
We don't spend (enough) time learning from voters

- Usability testing does not have to be formal or expensive.
- Observing usability tests is not the same as demos, meetings, hearings or consultations.



Poster from Washington State, Jenny Greeve

Preference for style of instructions (% of participants)



Voters **can tell the difference**

Participants in a study of instruction styles overwhelmingly preferred the plain language version

Report of Findings: Use of Language in Ballot Instructions, NIST IR 7556

Everything gets usability tested...
will it be before or during the election?





The Usability in Civic Life project promotes usability in elections, plain language and accessibility.

We....

mobilize usability professionals to participate in projects supporting better election design.

teach workshops and give presentations for election officials on usability testing, design and plain language

created the LEO usability testing kit for election officials

Find us online at www.usabilityprofessionals.org/civiclife or our blog
<http://ballotusability.blogspot.com/>