

VOTELY

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A civic tech interaction design project for
LMC 3710: Principles of Interaction Design

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Introduction

Motivation

There is not enough public involvement in local elections. This can be attributed to unconsolidated and unclear election information concerning dates, registration, and candidate stances.

Government websites are overly complicated and use verbose language. Additionally, local elections receive less media coverage than national elections, leading to less public awareness and engagement.

Some people just do not have the habit, experience, or sense of duty to vote in elections.

Goal

We envision a world where it is not daunting, overwhelming, or too complicated to participate in electing officials and casting votes on issues for elections at the local, state, and national level.

We brainstormed ways to best engage everyday citizens in taking action with local elections, with a current focus on the local elections in Atlanta, Georgia. A focus was placed on designing experiences that were organized and easy to use.

Problem Research

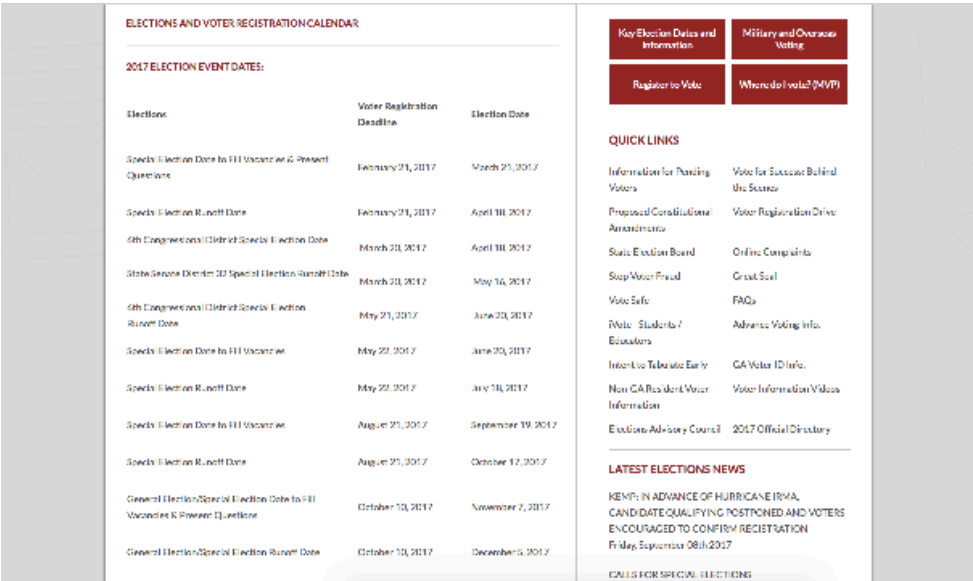
Existing Resources

We found existing government websites regarding election information complex and not intuitive to use.

The GA Secretary of State office website (sos.ga.gov) contained a list of election event dates, but it lacked descriptions and listed too many dates, making it confusing for less experienced voters to understand which election date was most relevant to them.

Individual offices have their own websites, and various nonprofits promote election updates such as voteatl.org.

An existing app we found for local elections was The Voting App (iOS), but it was not intuitive to use.



Concept Formation

Target Audience

Our initial target audience are young adults to adults, around 20-40s. This demographic is more likely to download an app, and younger demographics have a tendency to be more apathetic and less engaged in politics. We especially wanted to design for politically inactive people and inexperienced voters.

Concept Solution

We brainstormed ideas for an app that would help people become more engaged in local elections through determining voter eligibility based on location. An app was chosen because it was the most accessible and compact option for most people compared to kiosks, websites, or wearable technology.

From interviews and observation of existing resources, we determined that the most crucial problems our app had to tackle consisted of:

- inform users of voter registration needs
- show scopes and descriptions of different elections
- show dates of elections, events, and deadlines
- read candidate stances and history

Personas

Kenneth

40 year old male from Atlanta.
Travels to Austin, TX for work during some weekdays.

Motivations:

- Furthering his career
- Taking care of his family

Goals:

- Create a good future for his children through financial stability
- Travel and see the world
- Get promoted and have more freedom in his career paths

Frustrations:

- Boring paperwork and over-complicated processes
- Terrible traffic

Hopes:

- Make money, retire early and spend more time with his family

Sarah

18 year old female from Florida freshman who moved to Georgia Tech for college

Motivations:

- Is excited to be living away from home and becoming more of an 'adult'

Goals:

- Idealistic freshman who is eager to get involved in as many ways as possible
- Good grades but also to have fun

Frustrations:

- Thinks advertisements are annoying, appreciates good design

Hopes:

- To get a tech internship in the Bay Area this summer
- That she'll get along with her random roommate

Lilly

24 year old female born in Poland, now an American Citizen & is newer to American politics/gov't

Motivations:

- Be a teacher for elementary school science classes
- Make diverse group of friends

Goals:

- Get stable full-time job and quit part-time jobs
- Save enough money to attend grad school for teaching

Frustrations:

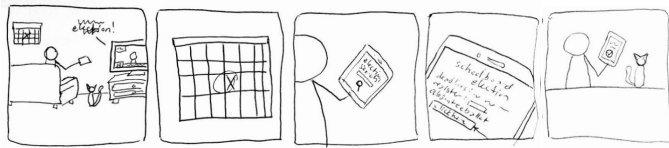
- Complicated instructions and confusing terminology

Hopes:

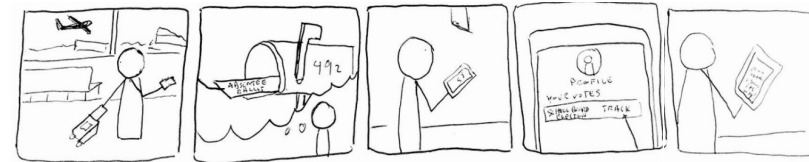
- Have more time for self-interests/hobbies
- Get more involved in the community

Scenarios & Storyboards

Kenneth:



At home watching TV with cat, notices local election date on Nov 7
Realizes he will be out of town for business travel that day
Opens the app and clicks on how to get absentee ballot
Requests absentee ballot on app and sees voting deadlines



At airport, waiting to fly to Houston
Put his absentee ballot in the mail but isn't home to check if it's been picked up
Opens app and uses the track vote-by-mail feature
Sees that it has reached its location and is accounted for

Prototypes



Scenarios & Storyboards

Sarah:

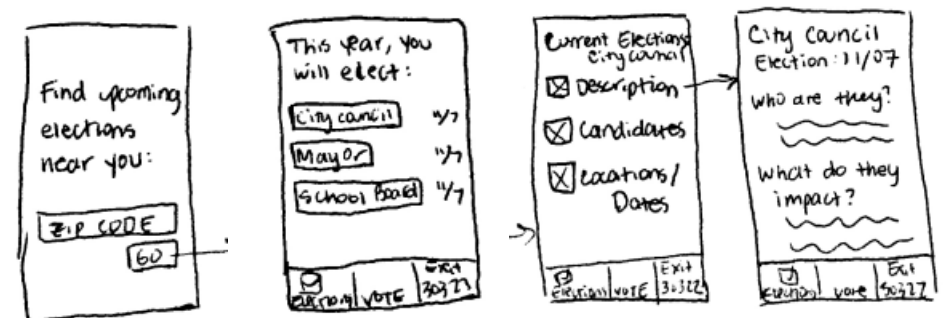
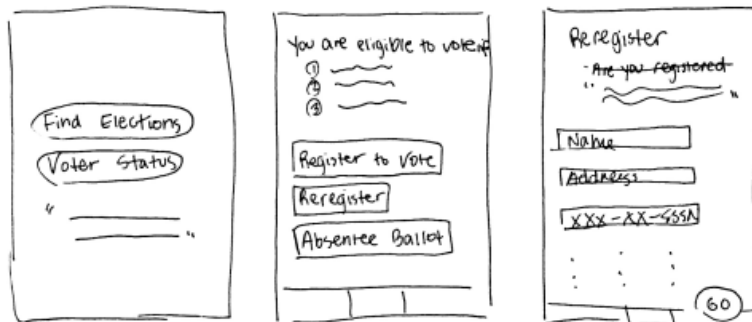


Professor mentions that out-of-state students can re-register in Atlanta and tells students link to voting website
Sarah registers to vote online after class



She hears about registering to vote from a campus organization
The club tells her to use the app on her phone and she downloads it
It tells her the requirements and whether she can re-register to vote
She follows the instructions and re-registers for Georgia

Prototypes



Scenarios & Storyboards

Lilly:

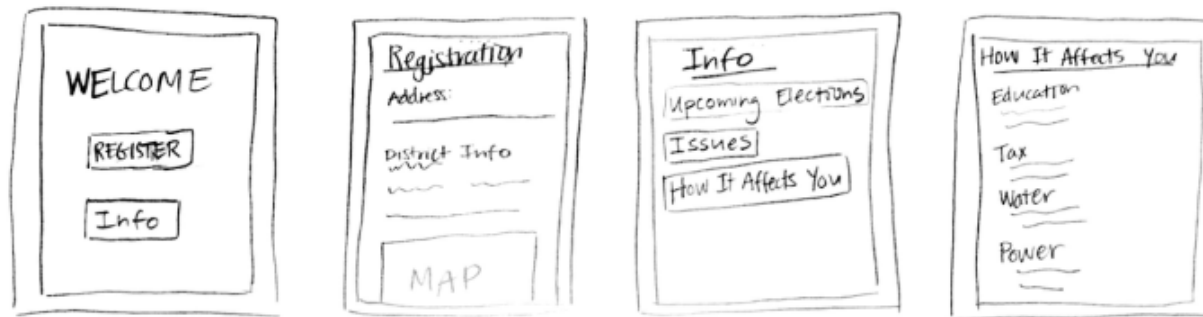


Talks to friend about American politics, friend asks if she's voting in local elections
Lilly doesn't know how the system works, friend refers her to research different stances/issues
She finds the app online/app store and downloads it
Reads about different platforms/issues/election types and proceeds to register to vote



Wants to register but doesn't know what she needs
Searches online with phone for requirements but gets confused
Finds the app and necessary documents/materials
Completes voter registration process

Prototype



Research Overview

Methods

Observations
Usability Testing
Cognitive Walkthroughs

Details

We created a task list consisting of broad and specific tasks for users to complete. Through the cognitive walkthrough method of 'think aloud,' people detailed what they were trying to do or expecting while doing the tasks.

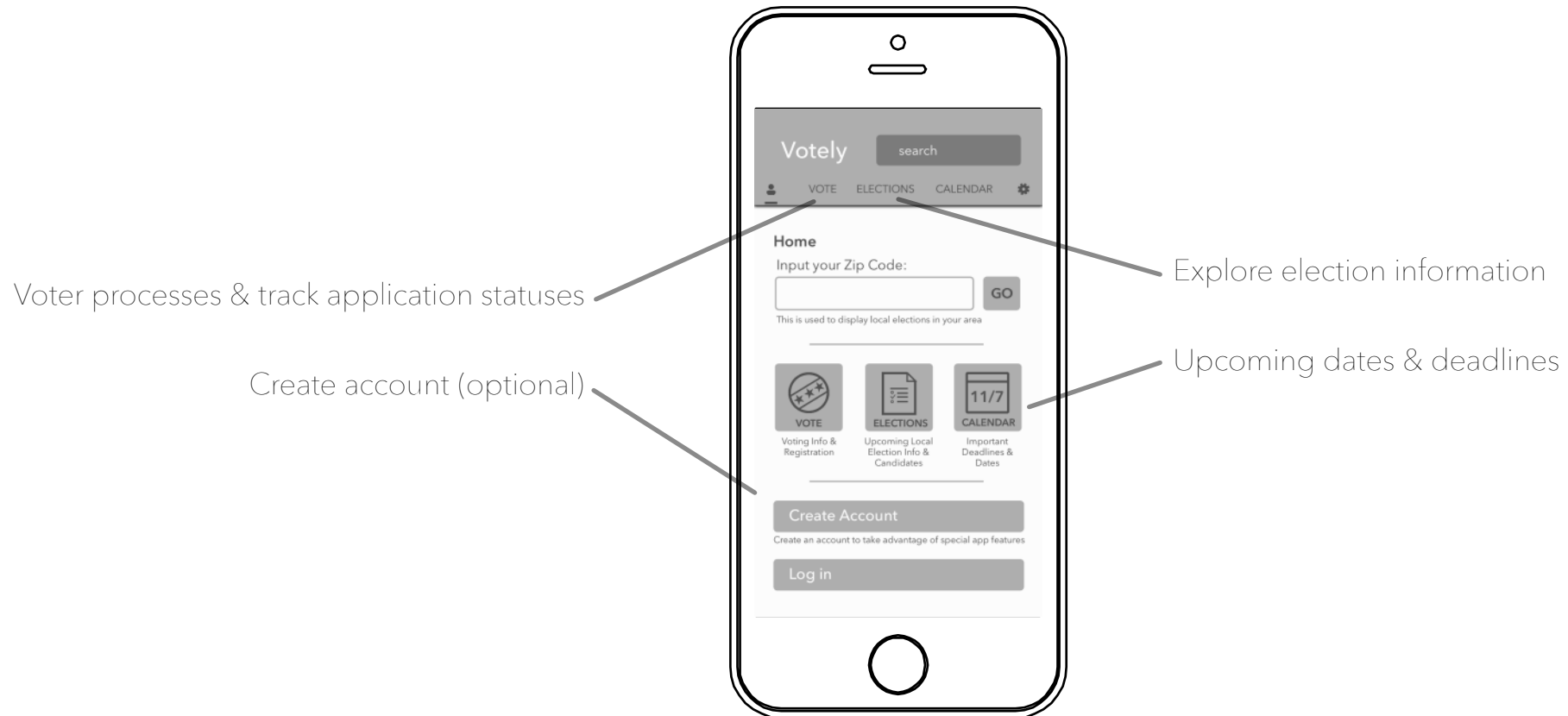
We evaluated ease of use, task success, and information retention.

Task List

- Register to vote
- Finding out about the school board election
- Figure out what event is happening on Nov. 27
- Find out what you would want to know for upcoming elections

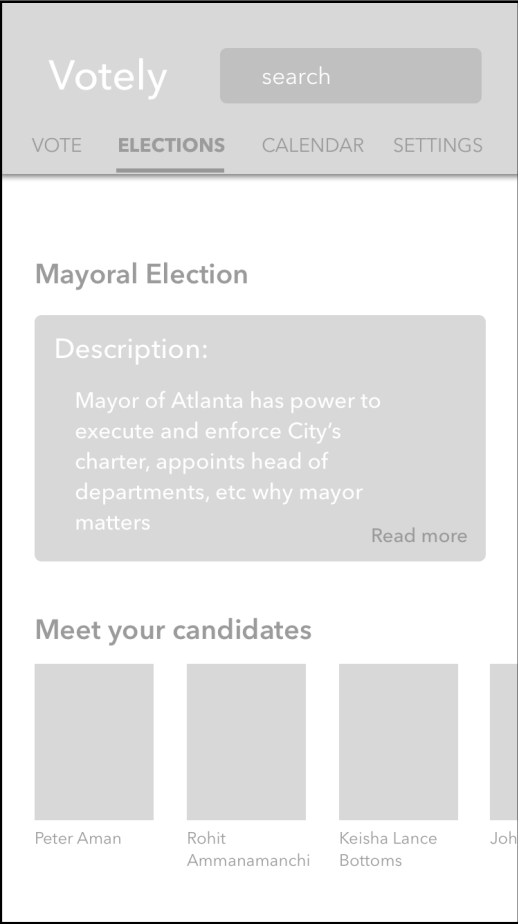
Initial Prototype

Home Screen

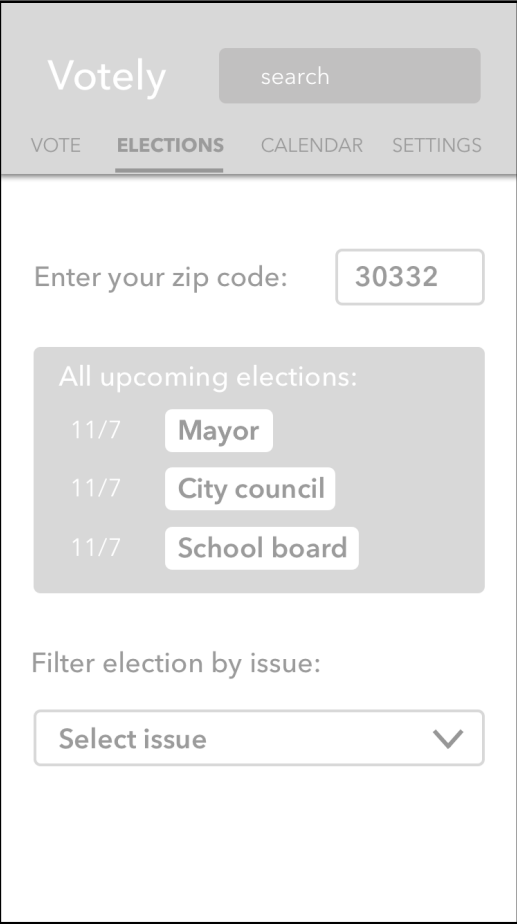


Initial Prototype

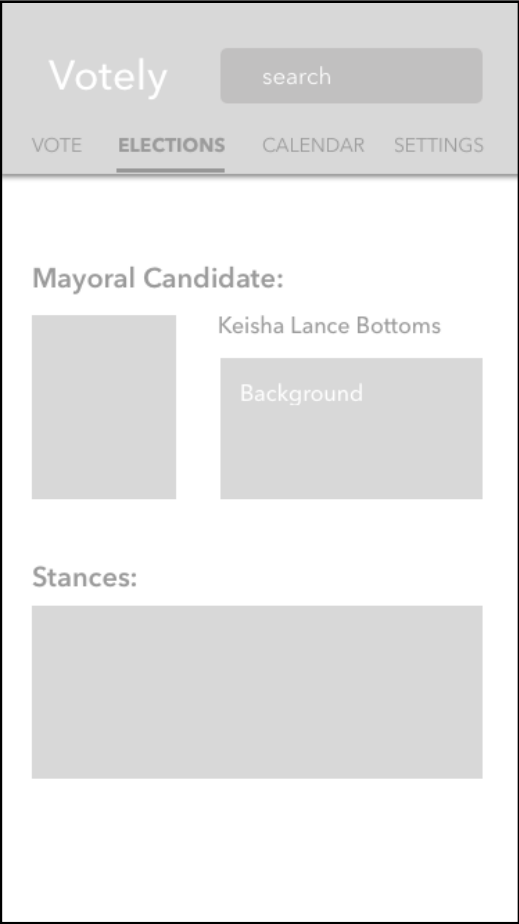
Election test screen



Election home screen



Candidate test screen

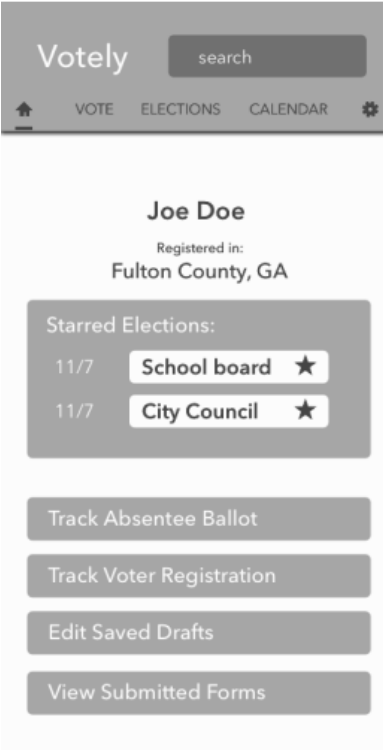


Evaluation & Changes

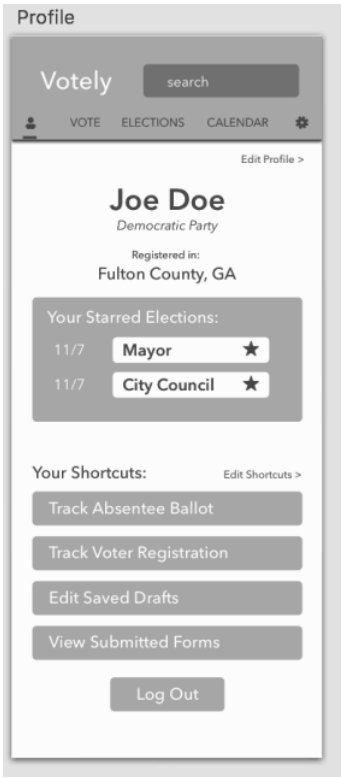
Profile Page

Confusion about home page having profile information when user isn't required to make an account

before:



after:

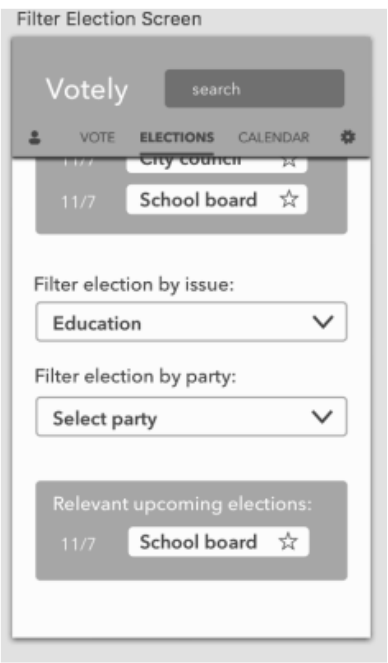
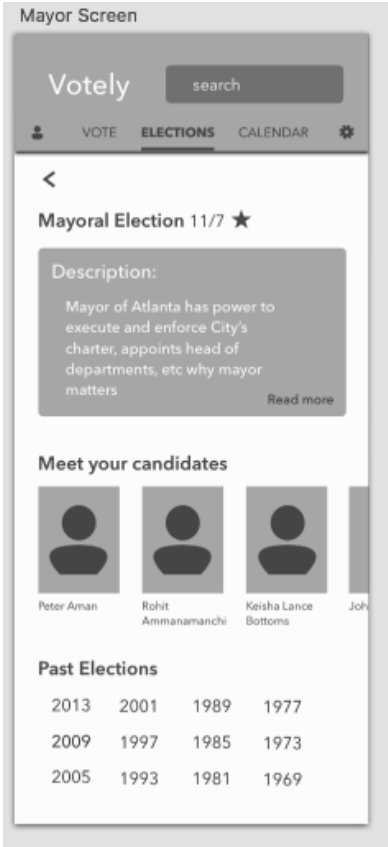


Evaluation & Changes

Finding Info

Needs more information for each candidate

after:

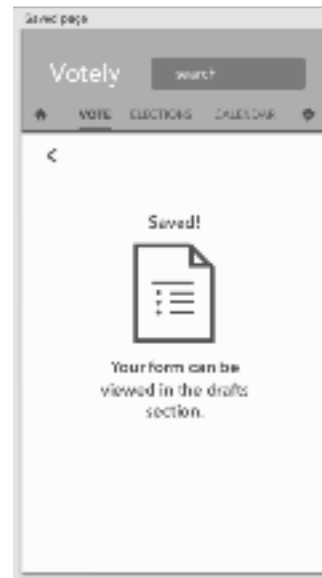


Evaluation & Changes

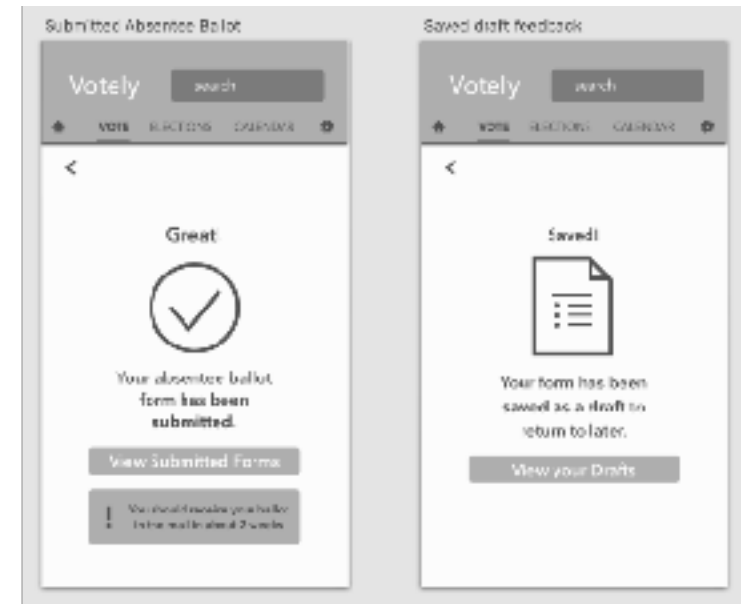
Confirmation

Not having feedback after saving or submitting forms

before:



after:

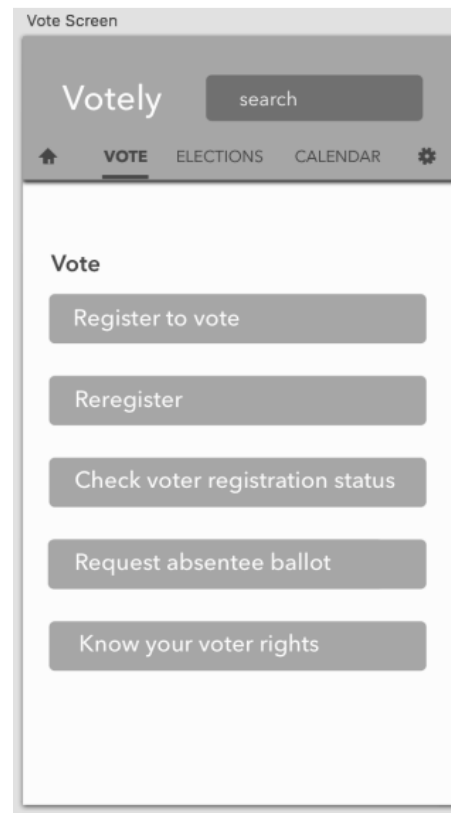


Evaluation & Changes

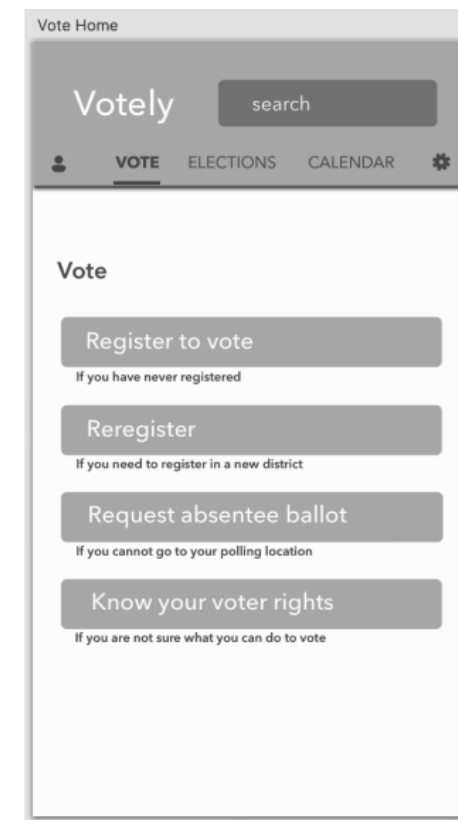
Lack of explanation

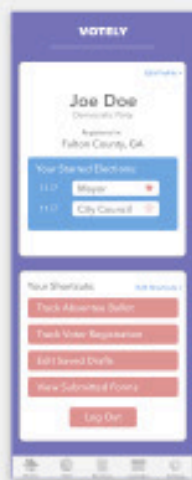
Need extra information for explaining the types of ballots

before:



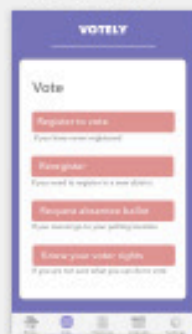
after:



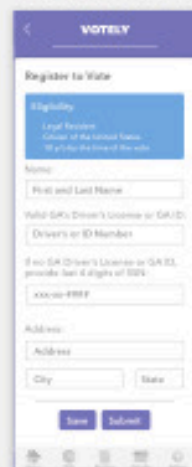


Final Prototype

Vote Home



Regis...o Vote



Requ...Ballot



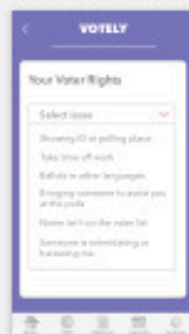
Re-Register



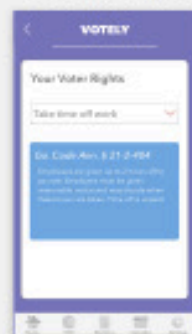
Voter Rights



Voter...pdown



Voter...ample



Subm...Ballot



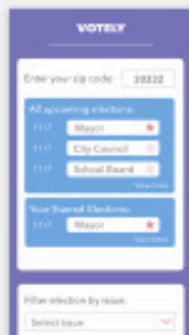
Saved...back



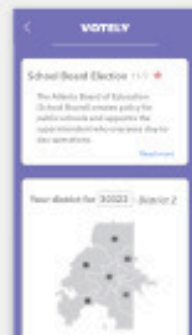
Subm...Page



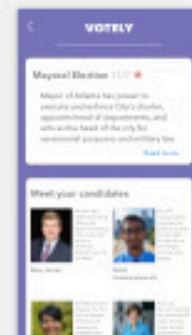
Electi...Home



Scho...lection



Mayor Screen



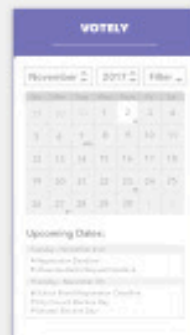
Candi...creen



Filter...Screen



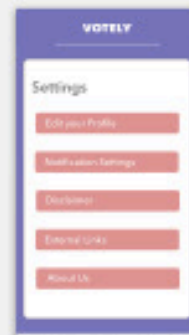
Calendar



Calen...Select

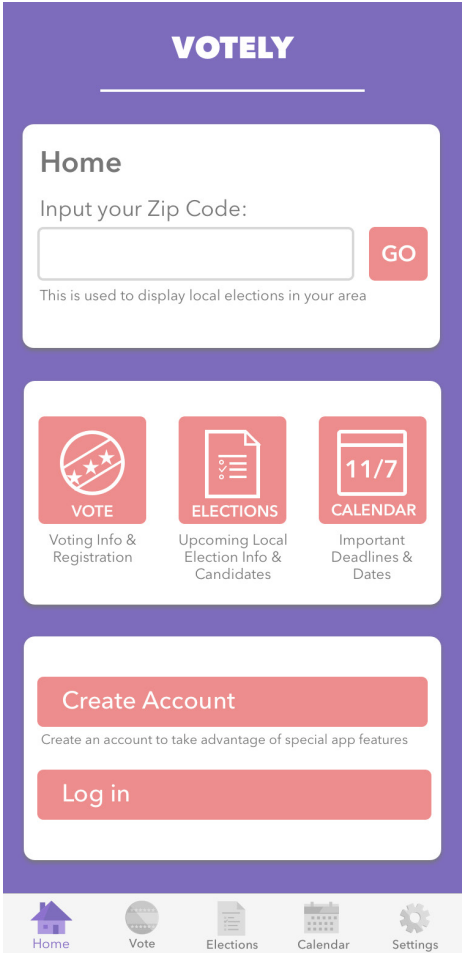


Settings



Final Prototype

Home Screen

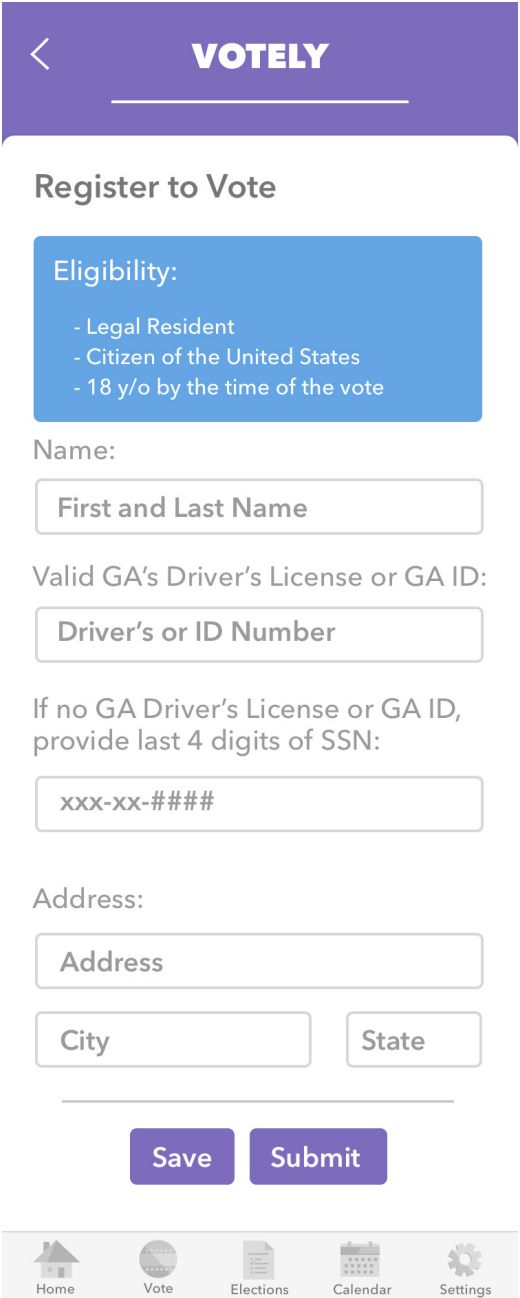
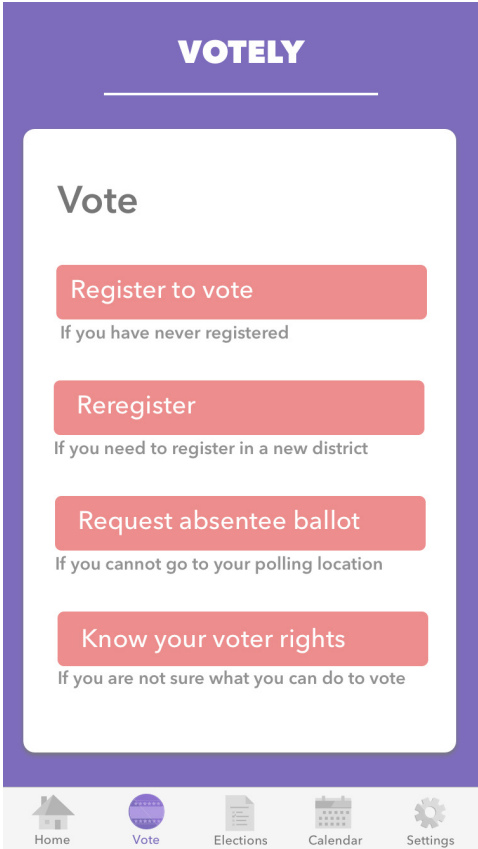


Profile Screen



Final Prototype

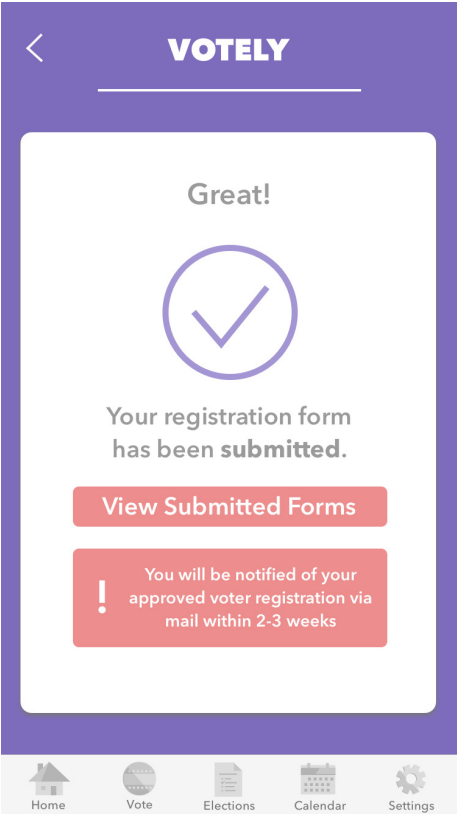
Vote Home
Screen



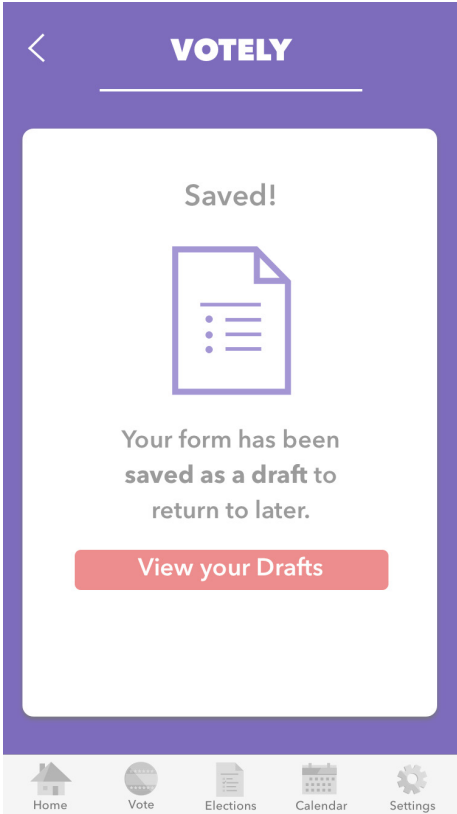
Register to
Vote Form

Final Prototype

Submitted
Form Screen

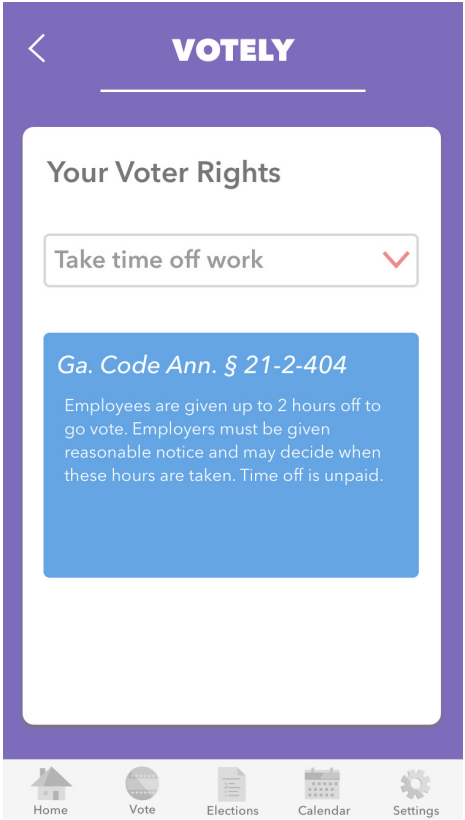
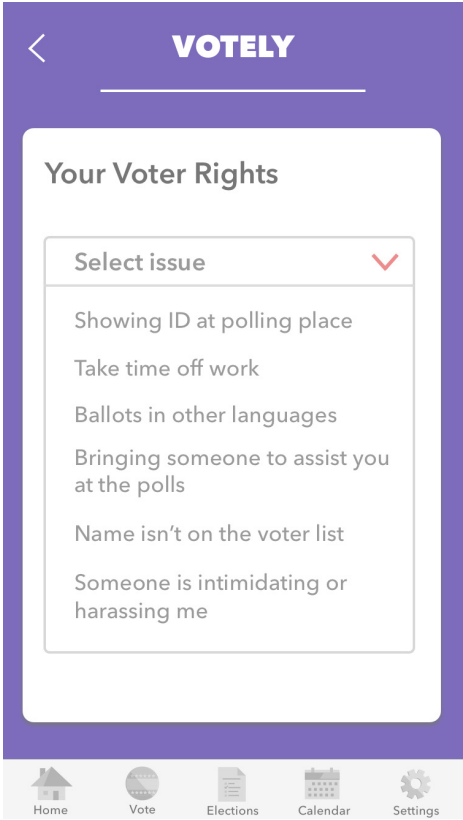


Saved Draft
Screen



Final Prototype

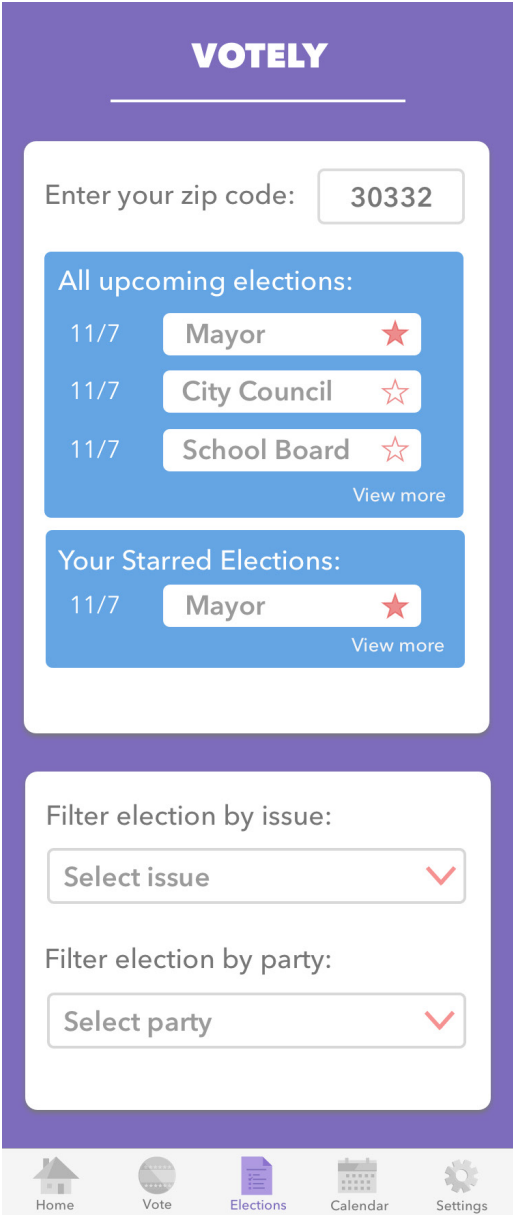
Voter Rights



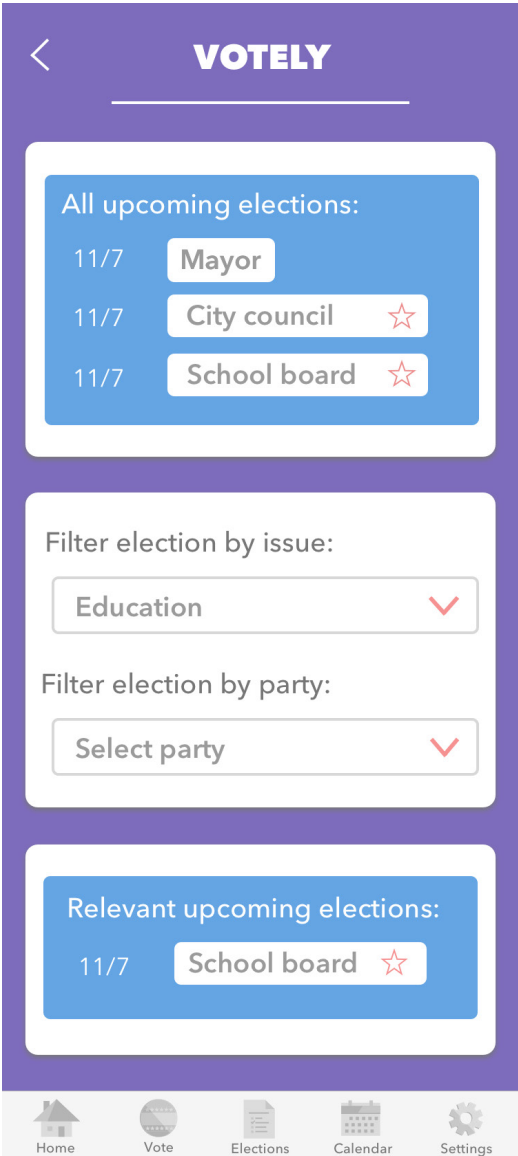
Voter Right Example

Final Prototype

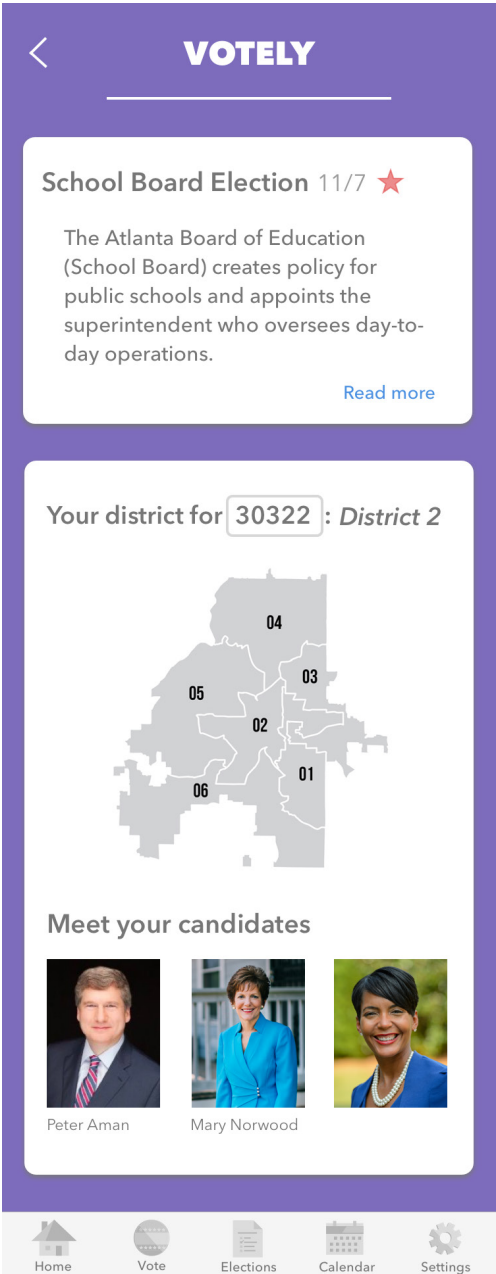
Elections Home Screen



Filter election by issue

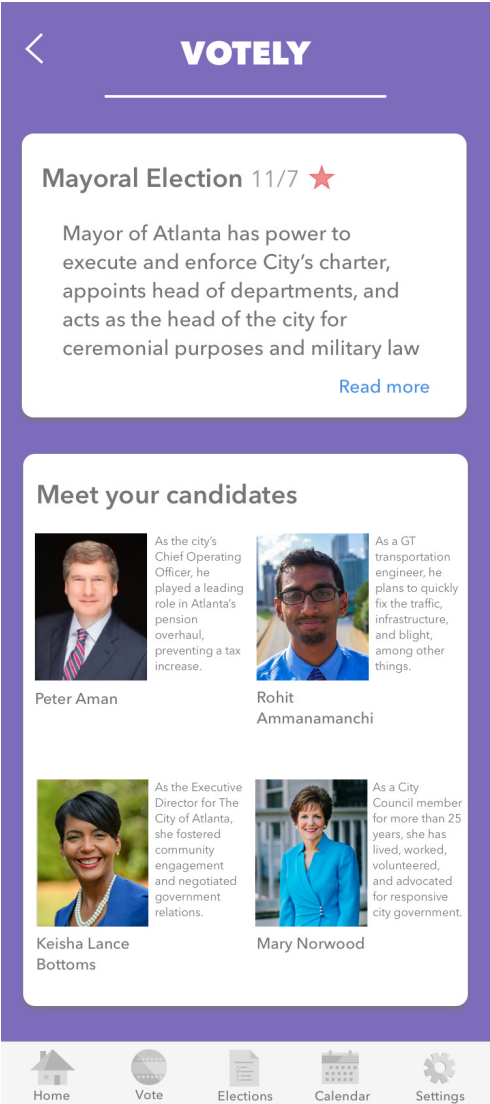


School Board Election Example

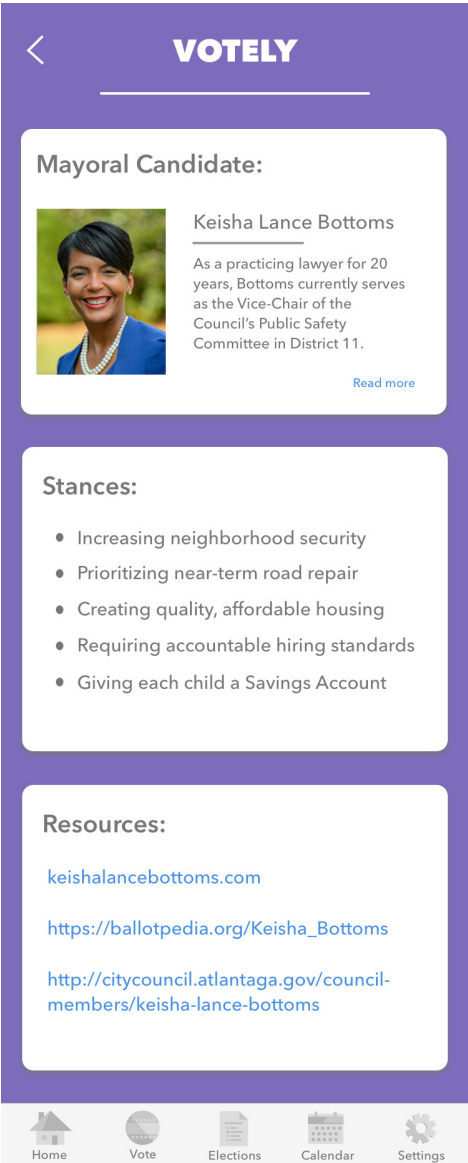


Final Prototype

Mayoral Election Screen



Candidate Screen



Final Prototype

Calendar

VOTELY

November

2017

Filter

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2

Upcoming Dates:

Tuesday - November 2nd

- Registration Deadline
- Absentee Ballot Request Deadline

Thursday - November 7th

- School Board Registration Deadline
- City Council Election Day
- Senator Election Day

Home

Vote

Elections

Calendar

Settings

Calendar Date Example

VOTELY

November

2017

Filter

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2

Upcoming Dates:

Monday - November 27th

- Registration Deadline

Tuesday - November 2nd

- Registration Deadline
- Absentee Ballot Request Deadline

Thursday - November 7th

- School Board Registration Deadline
- City Council Election Day
- Senator Election Day

Home

Vote

Elections

Calendar

Settings