### Research Direction

Given the highly political and sensitive nature of voting, we came into the project with the knowledge that our solution would need to be especially well-researched and tested. Kin and Carta initially came to us with useful user data as to the general type of solution that people wanted in accordance to a product related to voting. We began by unpacking this exploratory research and using this to define our full problem. With all of this information, we started looking into related problems people associate with voting. This constituted our initial phase of exploratory research.

This research phase was done to help ensure that our final deliverable would be in accordance with the nuances of designing a product centered around such a sensitive topic. As human centered designers, we wanted to confirm that our deliverable would be pertinent to the modern problems of voting, would create a positive impact on the process of voting, and altogether that it was appropriate for the subject at hand.

For the problems of pertinence and impact, we created research groups on internet accessibility, gerrymandering, and redlining. We came in with the idea that these were problems of voting, so this research helped us both confirm that and understand all 3 subjects to be able to appropriately discuss and eventually create content related to them.

For the problem of whether our solution would be appropriate, we created research groups on humor and color theories. Though nobody at this stage had any inclination as to what our final deliverable would be, the words “conversational interface” were bounced around. In this medium, tone and presentation are both immensely important. To make sure that our deliverable had the right tone, we looked into humor theory. To certify that our deliverable was appropriately presented, we looked into color theory.