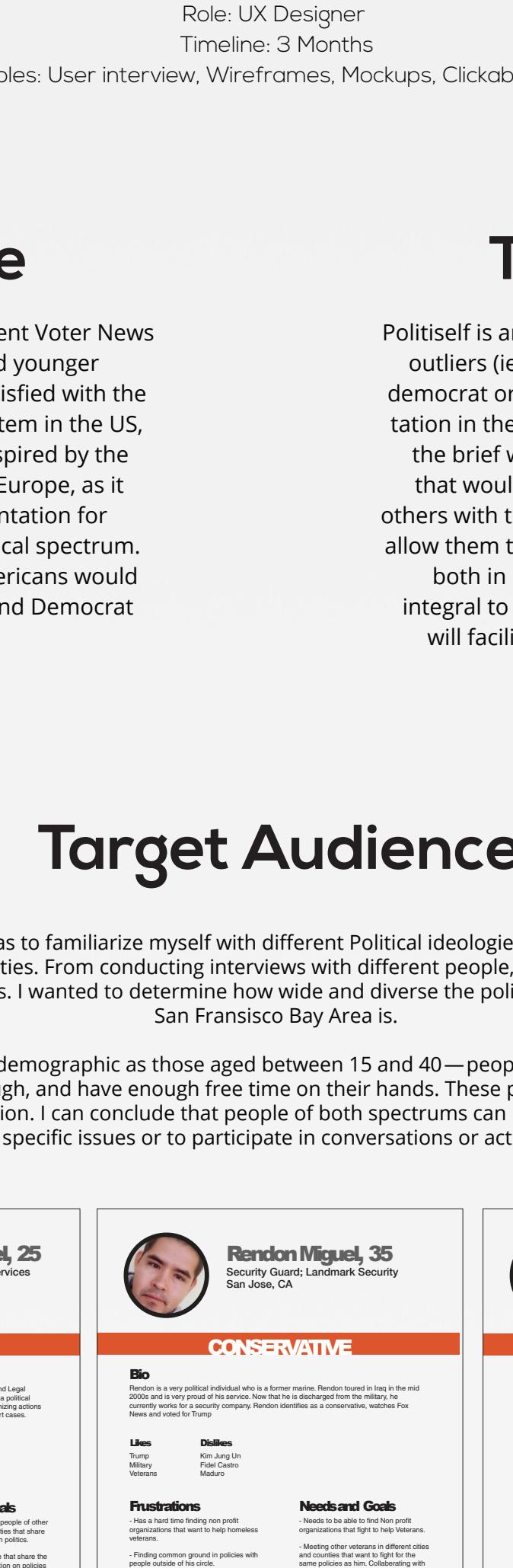




## A Social Political app for an Informed Community

iOS & Android Application



App Name: Politiself  
Role: UX Designer  
Timeline: 3 Months

Deliverables: User interview, Wireframes, Mockups, Clickable Prototype

## The Issue

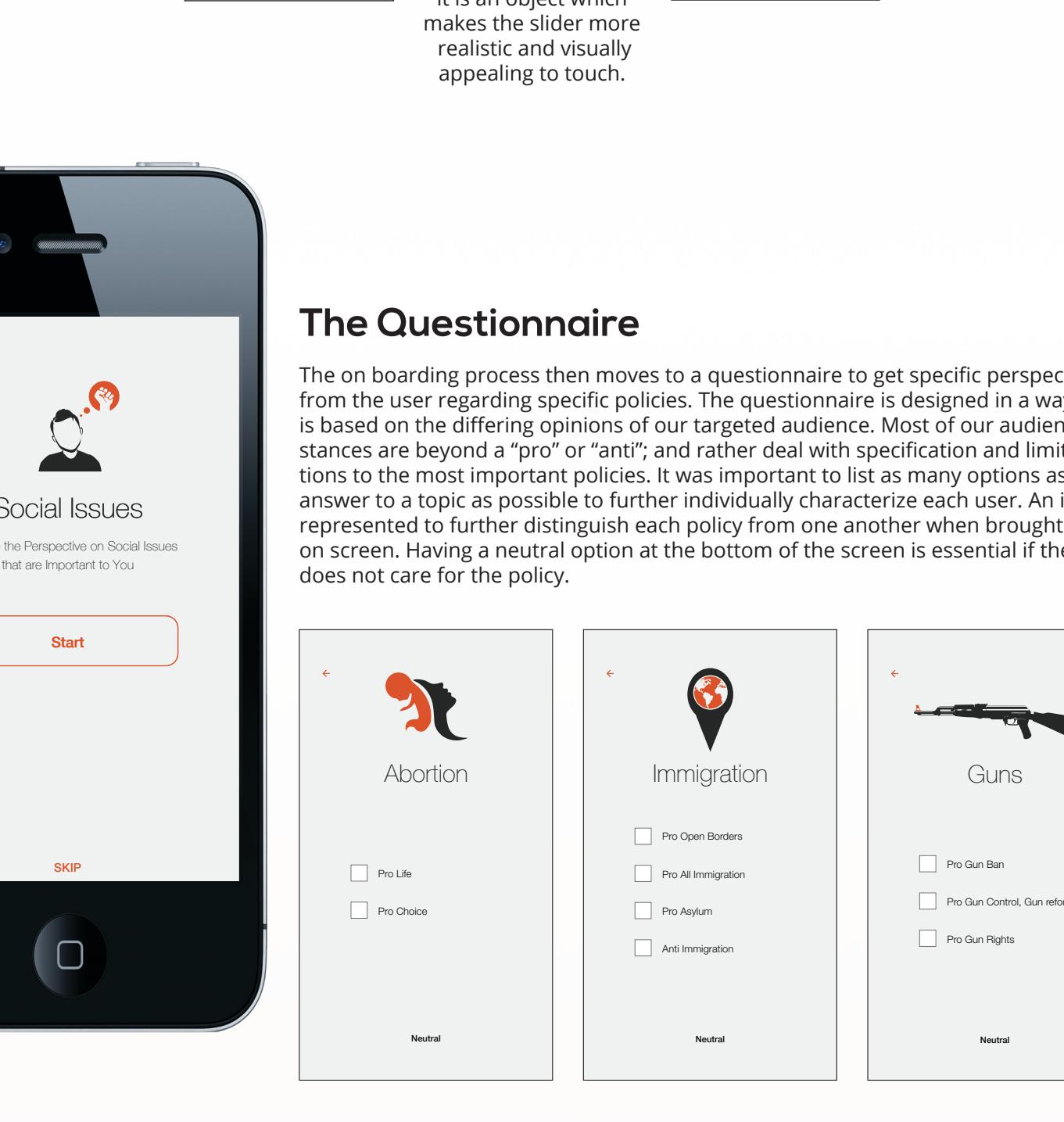
According to Independent Voter News research, Millennial and younger generations are not satisfied with the standard two-party system in the US, and are increasingly inspired by the multi-party systems in Europe, as it provides more representation for people across the political spectrum. In addition, 53% of Americans would like more options beyond Democrat and Republican.

## The Mission

Politiself is an initiative to help the political outliers (i.e. People who don't identify as democrat or republican) to gain representation in their communities. The setup for the brief was to design a digital product that would allow people to engage with others with the same political mindset and allow them to collaborate with each other, both in person and online. This app is integral to a grass roots movements and will facilitate those first conversations.

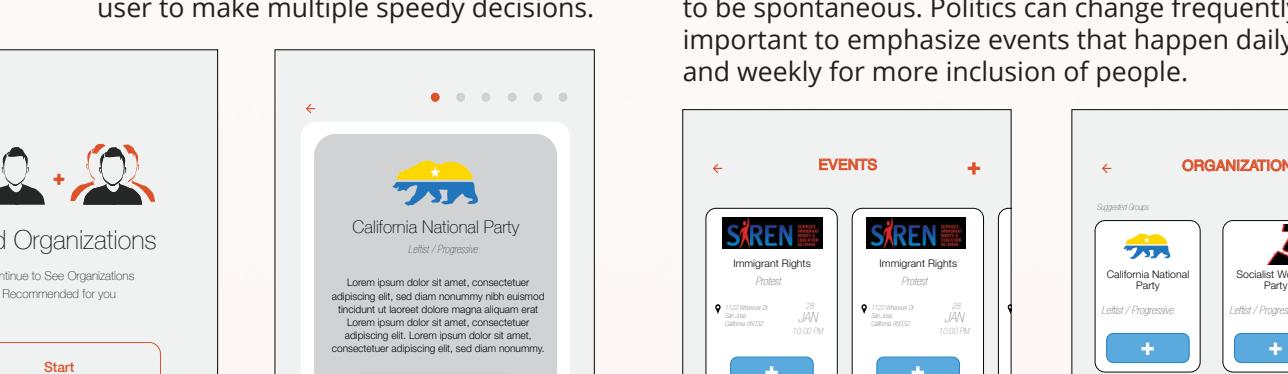
## Target Audience

The first step I took was to familiarize myself with different Political ideologies and behaviors within my own city and communities. From conducting interviews with different people, I learned about their fiscal and social beliefs. I wanted to determine how wide and diverse the political spectrum in the San Fransisco Bay Area is.



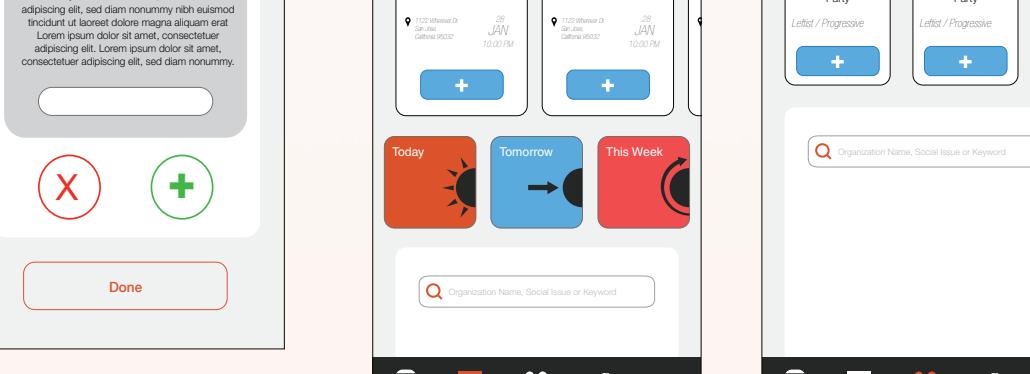
## Wireframing & Digitizing

When designing the flow, I kept in mind that this application is intended for mobile. In this example, I started out drawing the interface and then digitizing the drawn wireframes on Adobe Illustrator using a gray scale to determine if the designs looked appealing and fitting. The example below illustrates the transition from sketch, to wireframe to digitization.



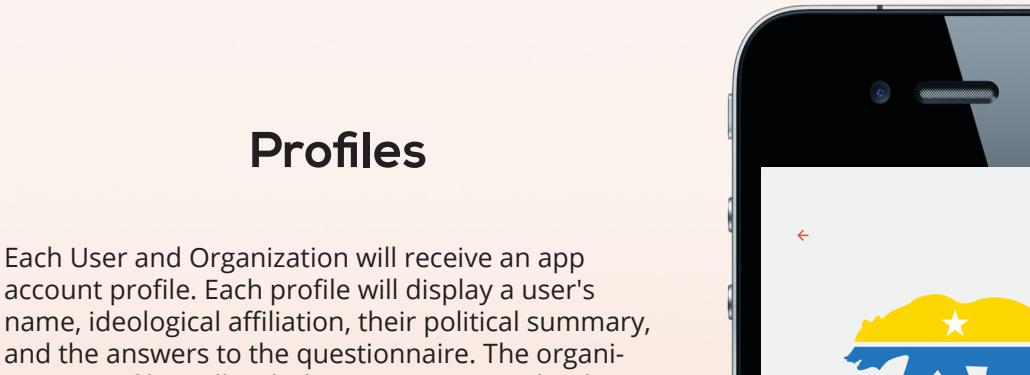
## Home Screen

A first-time user will be presented with Politiself's purpose prior to the login. The user will be introduced to a 3-part introduction to what the app's purpose is, followed by the Login screen. It was important for me to keep the consistency of the design of the intro screens. Repeating the same outline of the person doing different actions corresponds to the purpose of the app that the screen is trying to convey.



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## The Slider

This slider is used during the on boarding process for the user to identify their ideological affiliation. For the most part, people know whether they are left or right on the political spectrum, therefore the sliders have been separated.



The sliding transition is emphasized with enlarging circles to represent the larger range of ideology and the direction. It was important for the button to have a 3-dimensional look as if it is an object which makes the slider more realistic and visually appealing to touch.



## The Questionnaire

The on boarding process then moves to a questionnaire to get specific perspectives from the user regarding specific policies. The questionnaire is designed in a way that is based on the differing opinions of our targeted audience. Most of our audience's stances are beyond a "pro" or "anti"; and rather deal with specification and limitations to the most important policies. It was important to list as many options as an answer to a topic as possible to further individually characterize each user. An icon is represented to further distinguish each policy from one another when brought up on screen. Having a neutral option at the bottom of the screen is essential if the user does not care for the policy.



## Finding your Groups and Events

There are 2 menu features that will allow the user to find groups and events. Both screens are design to be consistent with the on boarding process in terms of highlighting suggestions. A search panel is placed on the bottom of the screens to give the user full search capabilities. The Events screen includes options of times to allow the user to be spontaneous. Politics can change frequently and it is important to emphasize events that happen daily, bi-daily and weekly for more inclusion of people.

