

POLITMUS



P o L i t m u s

PROBLEM STATEMENT



- Presently, especially amid an election season, the existing social media platforms get extremely polarised by IT cells of political parties ruining the UX of the majority of users. Moreover, there is a huge gap b/w the common people & the political representatives which leads to the isolation of many sections of society. Furthermore, the democracy followed practically is way deviated from its ideal principles, leading to the slow development of the nation.
- This is a problem faced by all the common people, though, especially among people of age 18-50 years as this is the chunk which influences political decisions the most!



WHERE is THE PROBLEM?

IT'S EVERYWHERE ;)
POLITICS AFFECTS EACH AND
EVERY INDIVIDUAL ACROSS ALL
SPECTRUMS!

SOLUTION STATEMENT

SOLUTION STATEMENT.

Our potential users, presently using various other social media platforms many times feel **frustrated** due to such polarisation as it ruins their UX and does not even yield any positive results.



SOURtiON SOLUTION



PoLitmus is a Political Social-media platform that will facilitate easy & smooth communication b/w political representatives & public. Here the politicians would be able to put forward their goals & ideologies all in one place and reach out to the public. In contrast, the public can mention their demands and suggestions for upcoming/existing governmental policies. Moreover, there would also be provisions for the public to track the progress of promises made by their leader. Thus, it'd reduce the gap b/w leaders & public, which is essential for a healthy & functioning democracy.

Also, since it'd be an exclusive political app, it'd reduce the amount of political fuss on other existing SM platforms and help them stick to their cause!



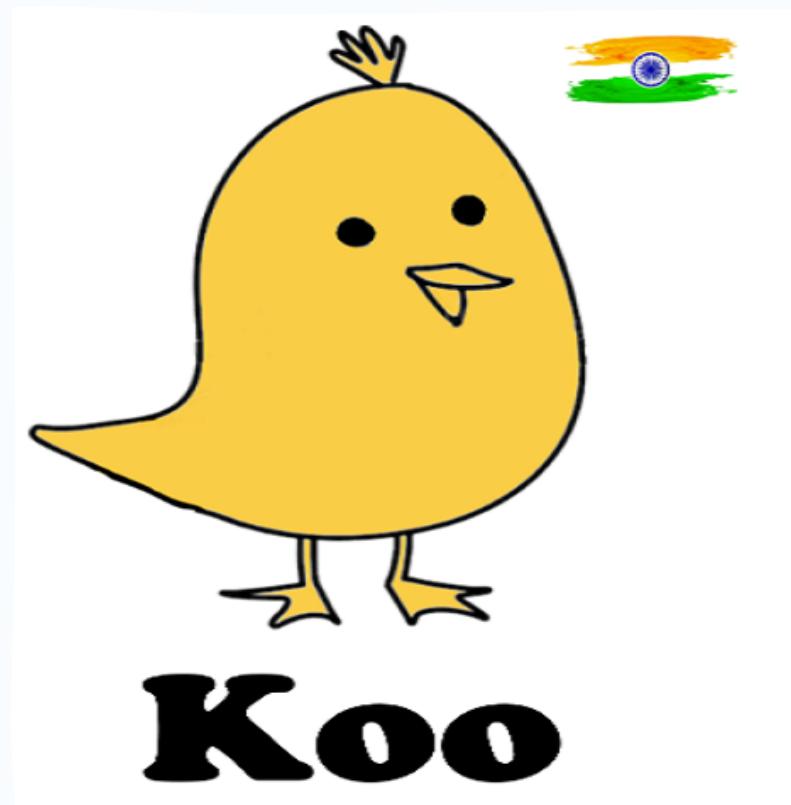
competitive

Analysis

OUR COMPETITORS!

COMPETITIVES CO ANALYSIS

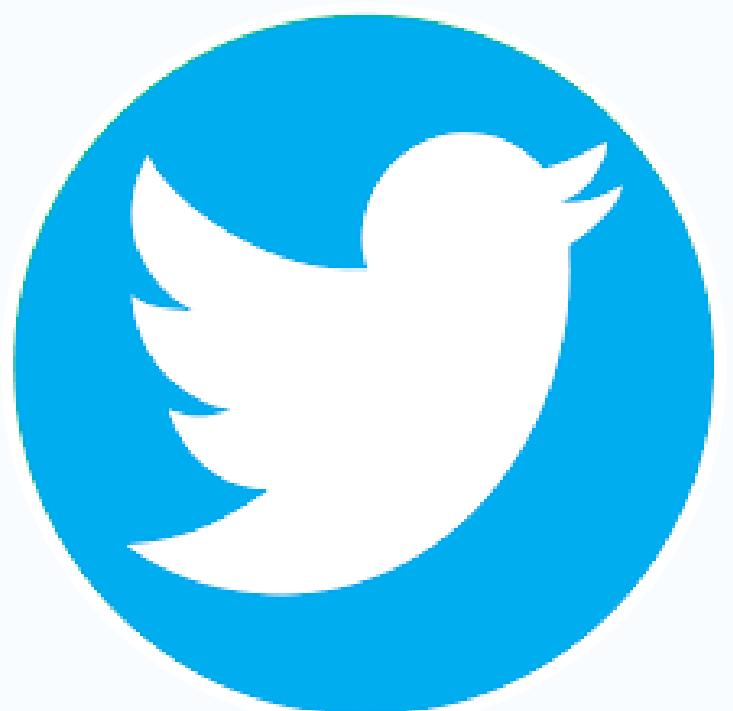
1.) Koo.com



2.) facebook.com



3.) twitter.com



SWOT ANALYSIS ON KOO APP

S

Strengths

- No purchase or Premiumness is required for the app.
- Has all Indian government major handles and also Nigerian government's.

W

Weaknesses

- Very Slow customer support
- The only App version is there doesn't have any official website.

O

Opportunities

- Can Develop a website so that users can work on a larger screen as well.
- Need to spend Lil bit on collaborations with other social media apps.

T

Threats

- Other competitors have a lot of influential people.
- Competitors have a stronger grip worldwide.

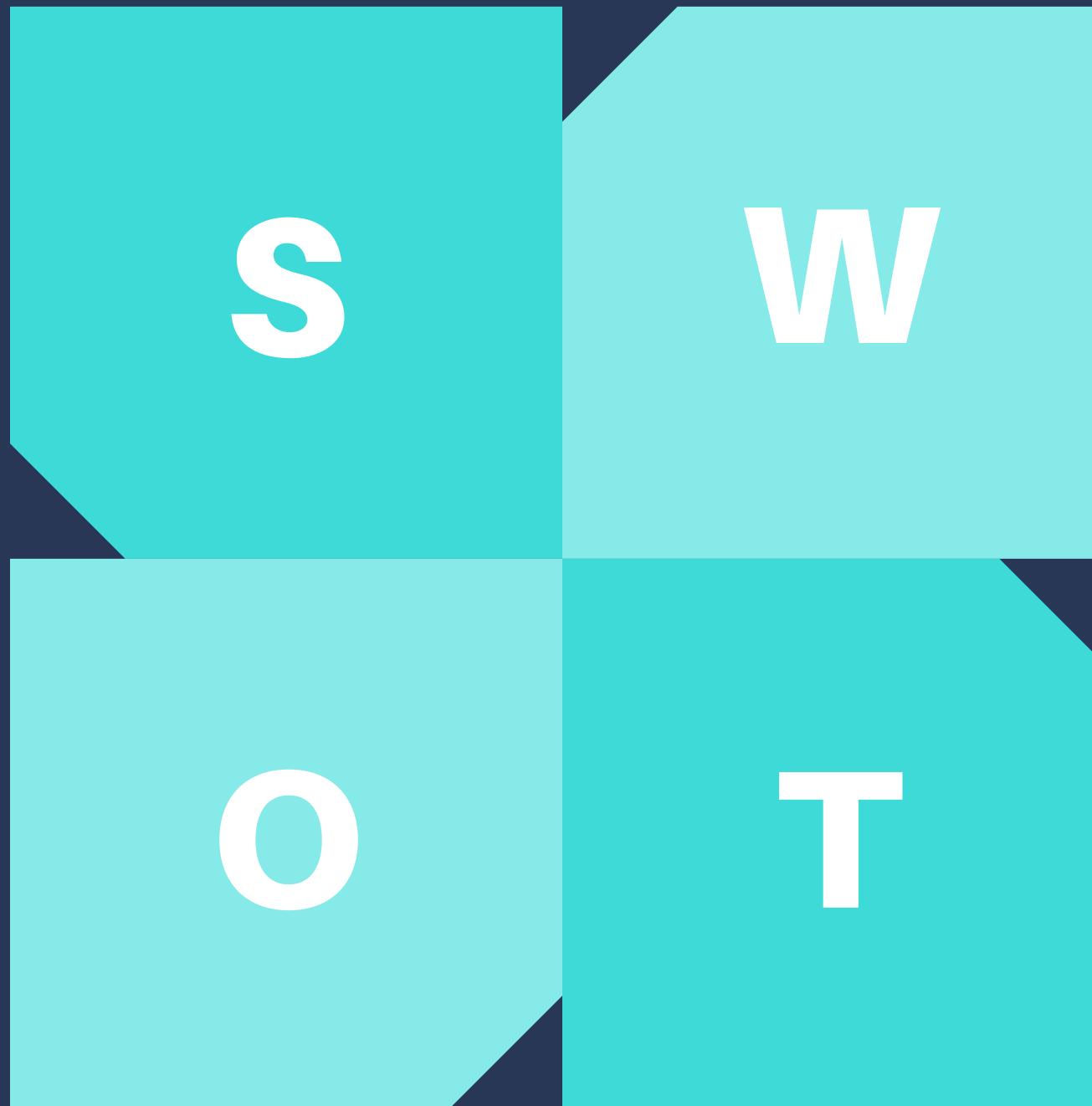
SWOT ANALYSIS ON FACEBOOK.COM

STRENGTHS

- It has multilingual support.
- It has an additional marketplace feature.

OPPORTUNITIES

- UI can be made more appealing and minimalistic.
- Privacy issues and political manipulation need to be sorted out.



WEAKNESSES

- Facebook is sometimes ridiculed for its confusing UI.
- Political influence and privacy issues exist.

THREATS

- Other competitors are growing faster.
- People are leaving FB for privacy reasons.

SWOT ANALYSIS ON TWITTER.COM

S

STRENGTHS

- Smooth and effective functioning as well as design.
- Home for all sorts of niche's.
- Everyone is treated equal.

W

WEAKNESSES

- Overwhelming range of topics.
- Frequently gets polarised and stressful.
- Not so "social" social media app.

O

OPPORTUNITIES

- It is way better in news, political etc. fields than its current competitors.
- Making it more photogenic can improve it a lot.

T

THREATS

- Other more photogenic SM apps.
- Extreme polarisation might completely drive the casual user away.

Personas

EZRA

Age: 28 years old

Occupation: Graphic designer

Homo-sexual

Location: Dehradun

Income Range: Rs10-12LPA



"PoLitmus helps me in accessing the politicians, making them answerable & voicing the unvoiced."

GOALS

- To achieve equality & equal representation for all.
- To attain social acceptance & respect for all & such familiar laws to be formed.
- Politicians & police to be easily accessible & ease in crime-reporting.

INTERESTS

- Reading
- Debating
- Playing sports
- Politics & its situation

FRUSTRATIONS

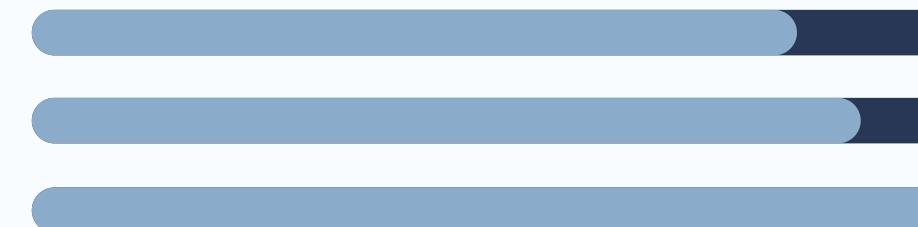
- Same-sex marriages still being illegal in various countries including India.
- Political representatives not accessible & not-answerable.
- Absence of police after dark.
- Majority of politicians being uneducated.

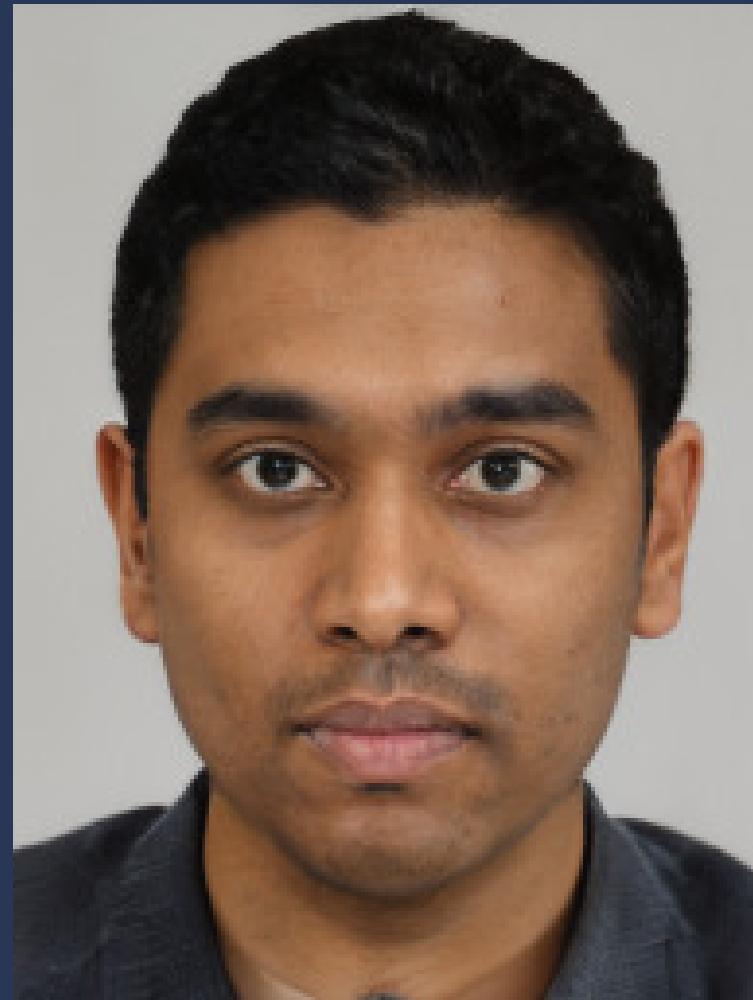
PERSONALITY

- Creative
- Introvert
- Busy
- Stressed
- Isolated

MOTIVATIONS

- Social equality
- Gender representation
- Voicing the oppressed





Name: Veerapa

Age: 21

Occupation: Student at JNU

Location: New Delhi

"PoLitmus supports me on my journey to become a student student and represent the student community to put-forth our demands!"

FRUSTRATIONS

- Seeing how most projects started during elections are left incomplete
- Mass flooding of social media sites with political posts during elections

DESCRIPTION

Veerapa is a Law student at JNU. Veerapa is an active member of the society and has been observing the political situation around him. He has been participating in all sorts of competitions and has been an active member of the student body.

GOALS

- To bring about a positive change in society
- To keep a check on our political leaders

PERSONALITY

- Helpful
- Independent
- Resourceful

INTERESTS

- Board games
- Cooking
- Reading

NEEDS AND DESIRES

- He wants to keep a track of all the projects by political leaders
- He wants to see the society around him in a much more developed state.
- He doesn't want to see political posts in his feed when he wants to use his phone to relax

Scenario & Scenario
Scenarios & Scenario
Scenario Map scenario
Map

SCENARIO / SCENARIO / STORY STORY

Ezra, 28, was travelling to her workplace, but her driver took a different route this time to avoid traffic. There was passing by village along this route. She got interested to find out about life there. But as she was late, already she decided to visit them in the evening on her way home.

So, in the evening, when Ezra visited the village, she found a new horizon of life, but at the same time, the sorrows and worries of the villagers. She found out that there was none to hear their voice. Politicians and traders often exploit them. The government left their promises unfulfilled, and there is no platform for them to raise their voice and give their suggestions. Villagers don't have proper knowledge about already existing schemes and policies too.

Villagers even didn't have the knowledge and qualifications of their district MLAs, and the communication gap between villagers and politicians was easily visible. Also, she remembered her incident of visiting social media during elections and finding all the political fuss on a public platform which ruined her viewing experience. Moreover, she herself finds it difficult to raise her voice about gender equality and equal representation of all genders in different work areas. She wanted to have an app or website that deals only with political stuff and a platform on which villagers can raise their voices and suggestions.

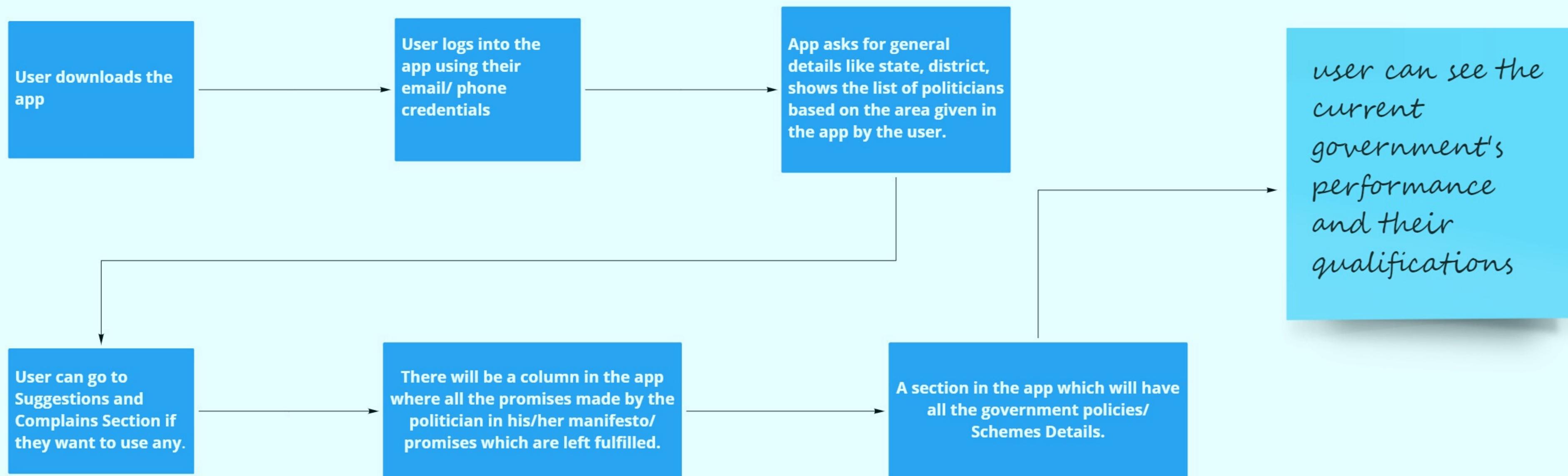
From a friend she discovers the PoLitmus and found out it fulfills all her needs and requirements. It served as a bridge of communication between people and their representatives.

This app helps her to raise their voice and give opinions regarding different issues including gender equality and social acceptance for all genders

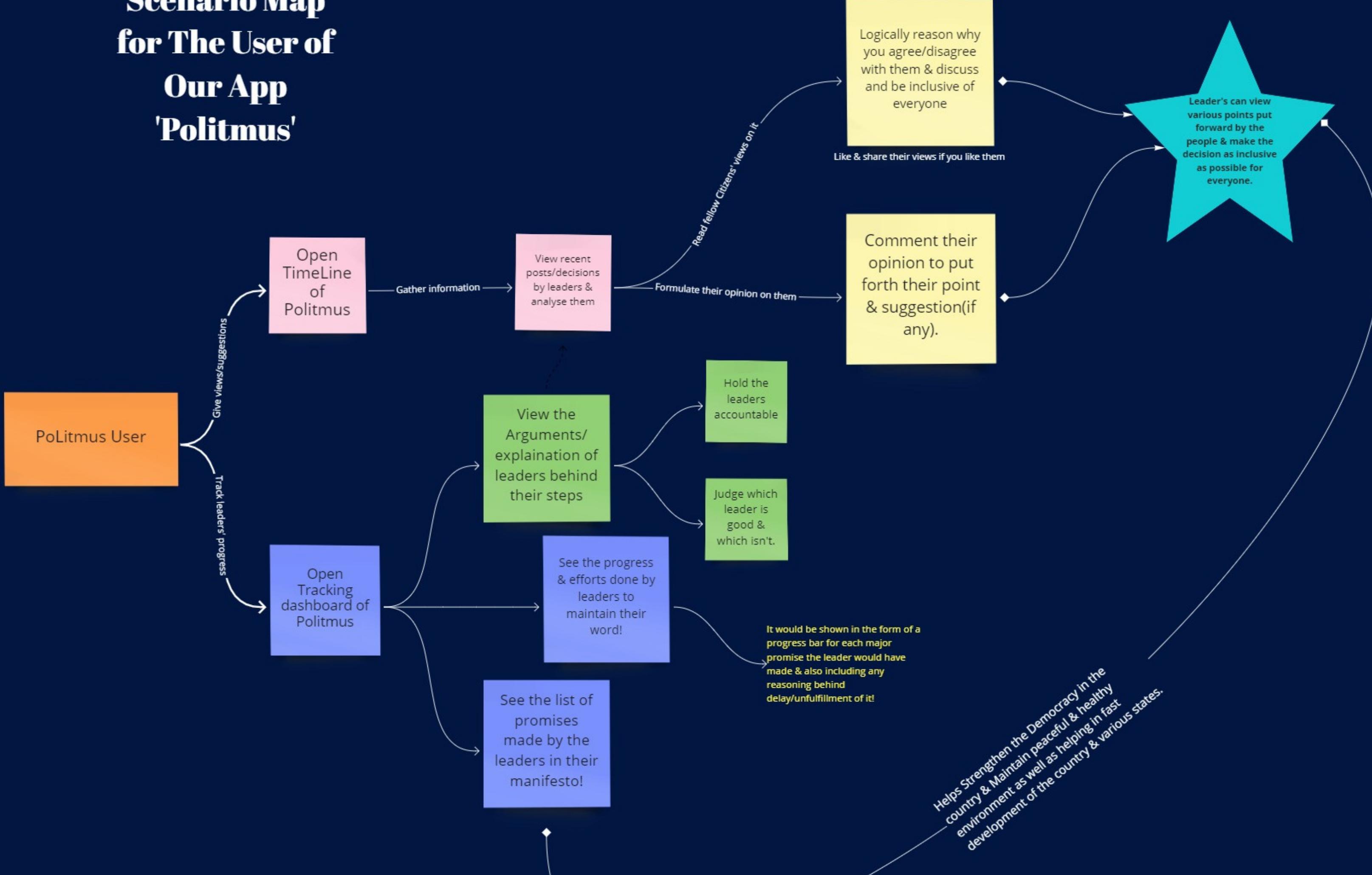


"PoLitmus helps me in accessing the politicians, making them answerable & voicing the un-voiced."

USER FLOW



Scenario Map for The User of Our App 'Politmus'



AFFINITY DIAGRAM

WHAT IS AN AFFINITY DIAGRAM?

- Affinity Diagram is a very puissant tool for grouping and categorization of the data collected from data gathering techniques like Interviews

WHY AFFINITY DIAGRAMS ?

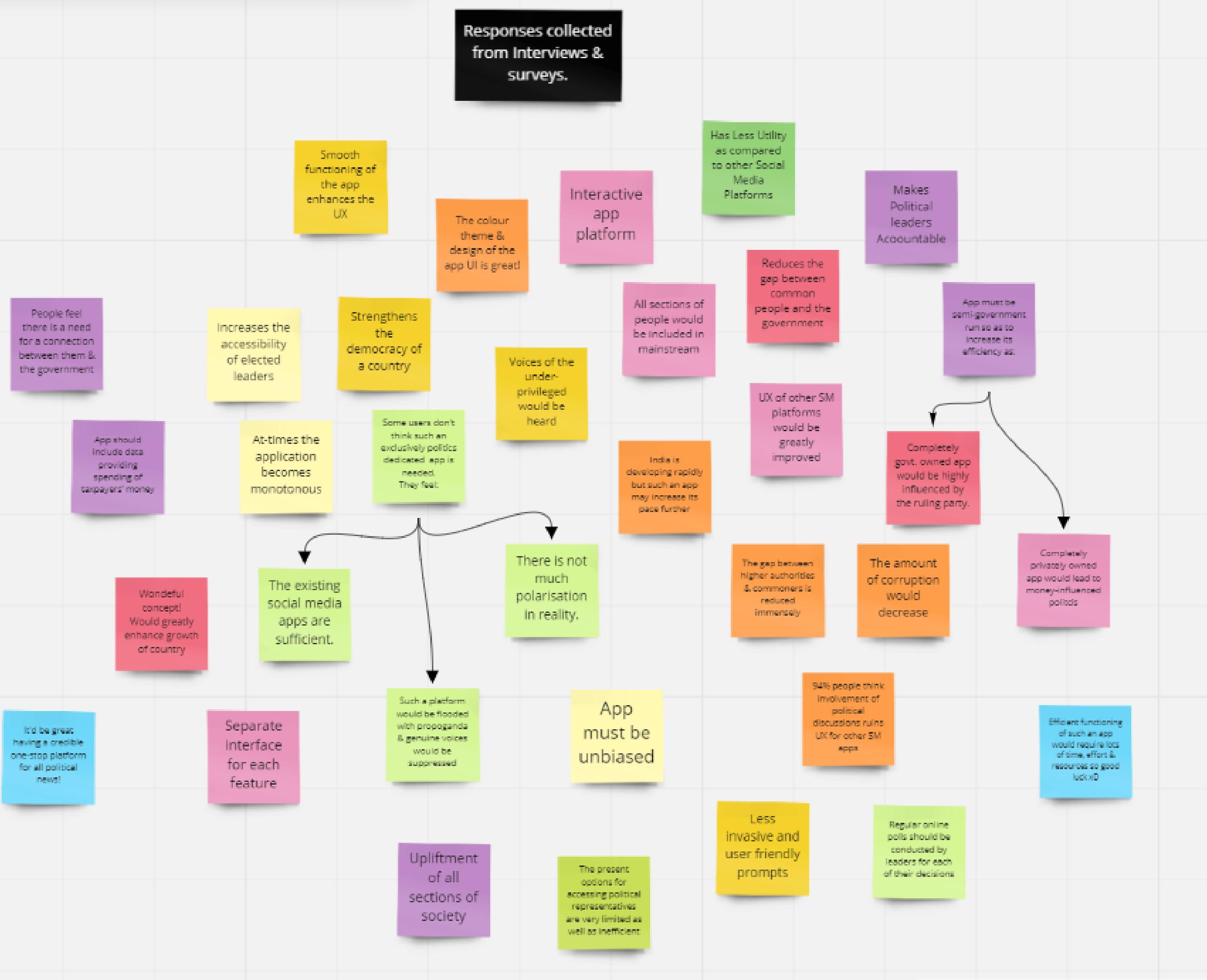
- It Helps in categorizing large survey data
- It helps to focus on noteworthy and critical incidents
- It helps in creating themes, and sorting Data

COMBINED INSIGHTS FROM INTERVIEWS & SURVEYS:

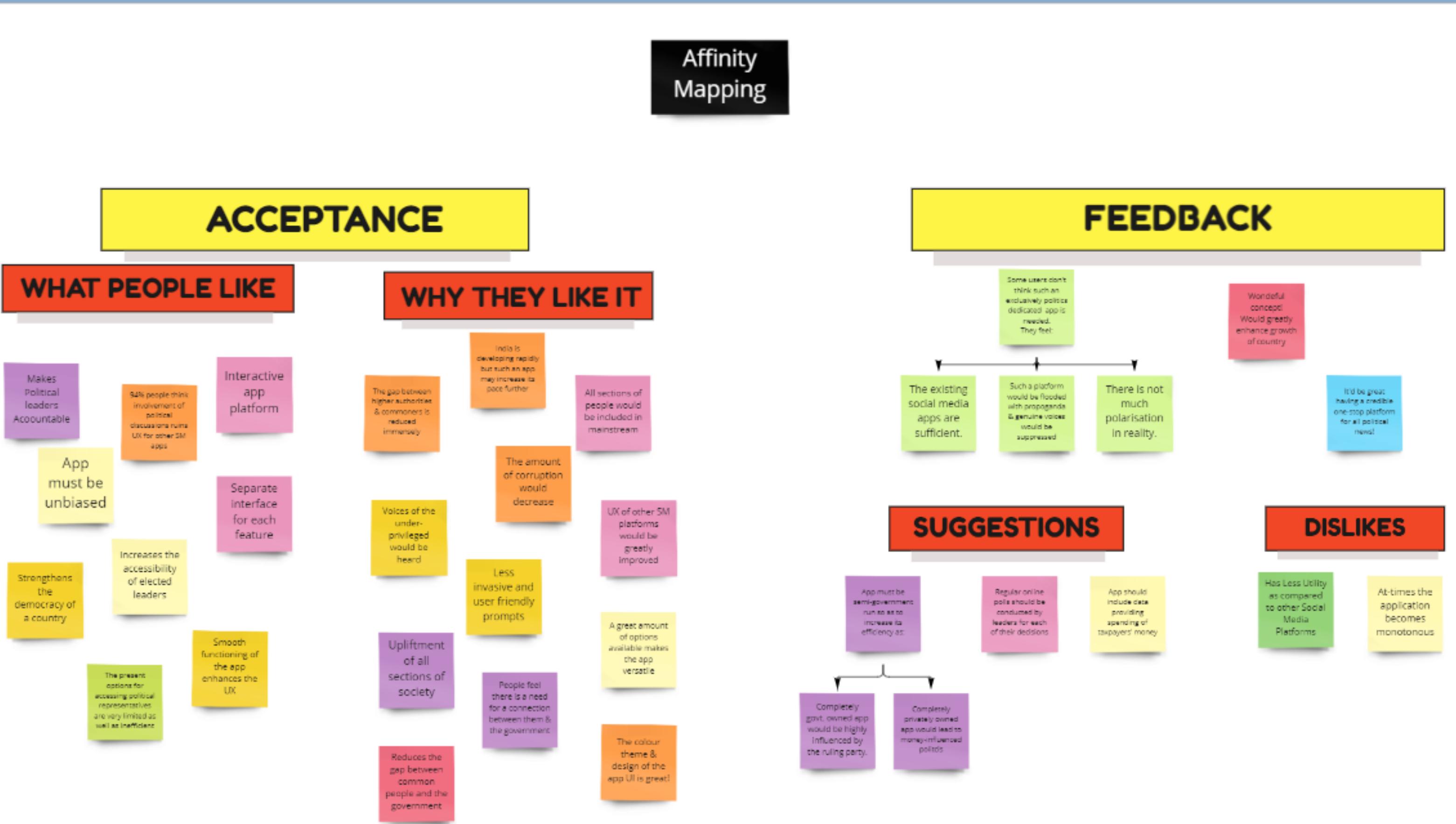
MIRO BOARD LINK:

https://miro.com/welcomeonboard/Wk14NVA2WnJ1OWxHcIQ2aINzNWNUQ3RJYUdOUUIQcGRGZmhXNDdTNOF3SU10Q3NWS3BSUTdIcjZDdFluMnZYR3wzNDU4NzY0NTE4MjU0NzM3MDUy?invite_link_id=881782012616

COMBINED INSIGHTS FROM INTERVIEWS AND SURVEYS



AFFINITY MAPPING



The combined insights are grouped together and categorized to give rise to **Affinity Mapping**

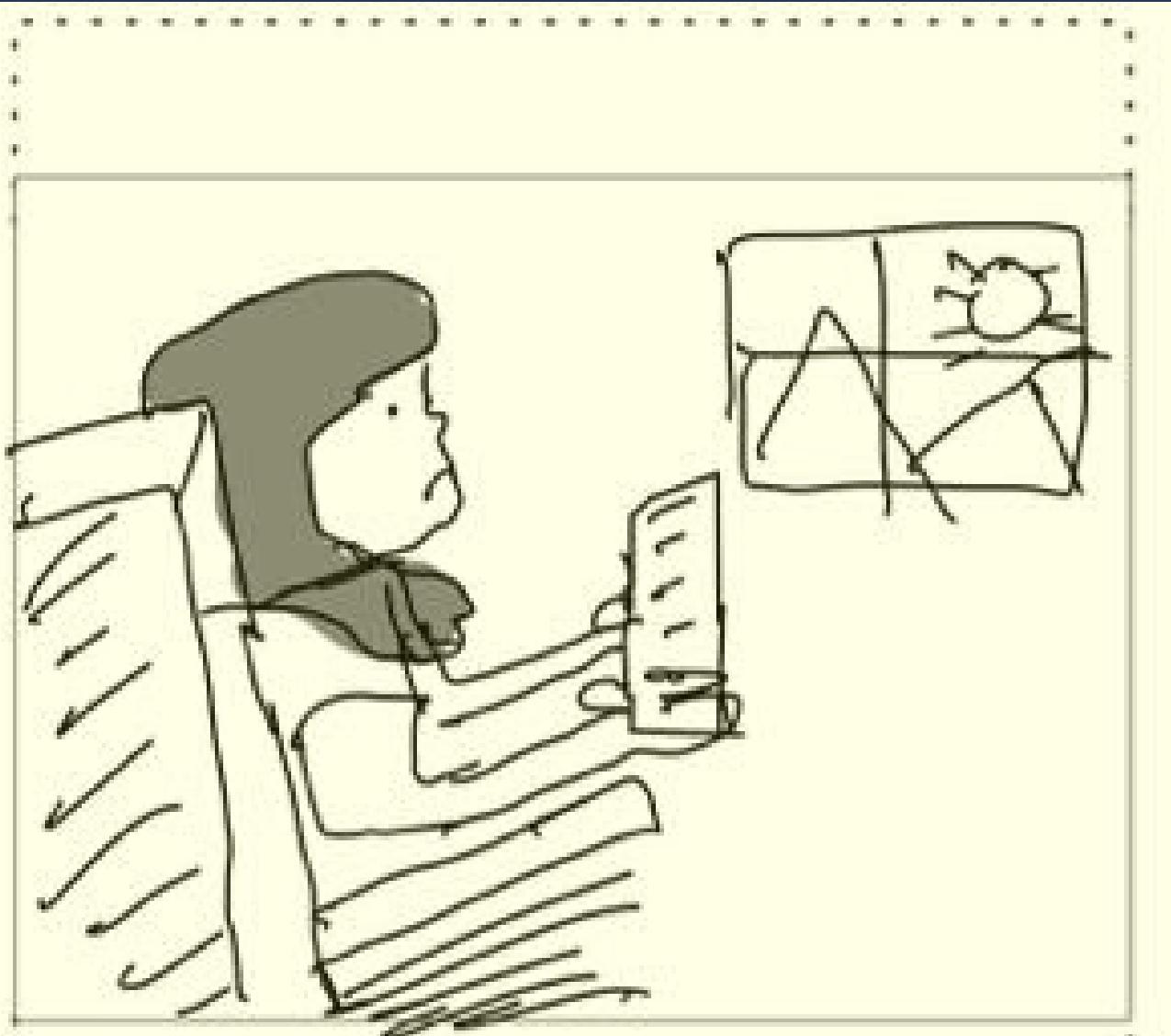
STORYBOARDS

STORY- OVERVIEW

Ezra is a 28-year-old Homosexual who by profession is a Graphic Designer and lives in Dehradun. She used to Scroll through Social media in her leisure time and every time found that there used to be so much social traffic on the platforms by the politicians and the app algorithm is also biased many a times.

Also, another day, when she was traveling through a village, found that people were extremely upset as government pays no or very less attention to them, and being poor they can't convey their problems too to the government too.

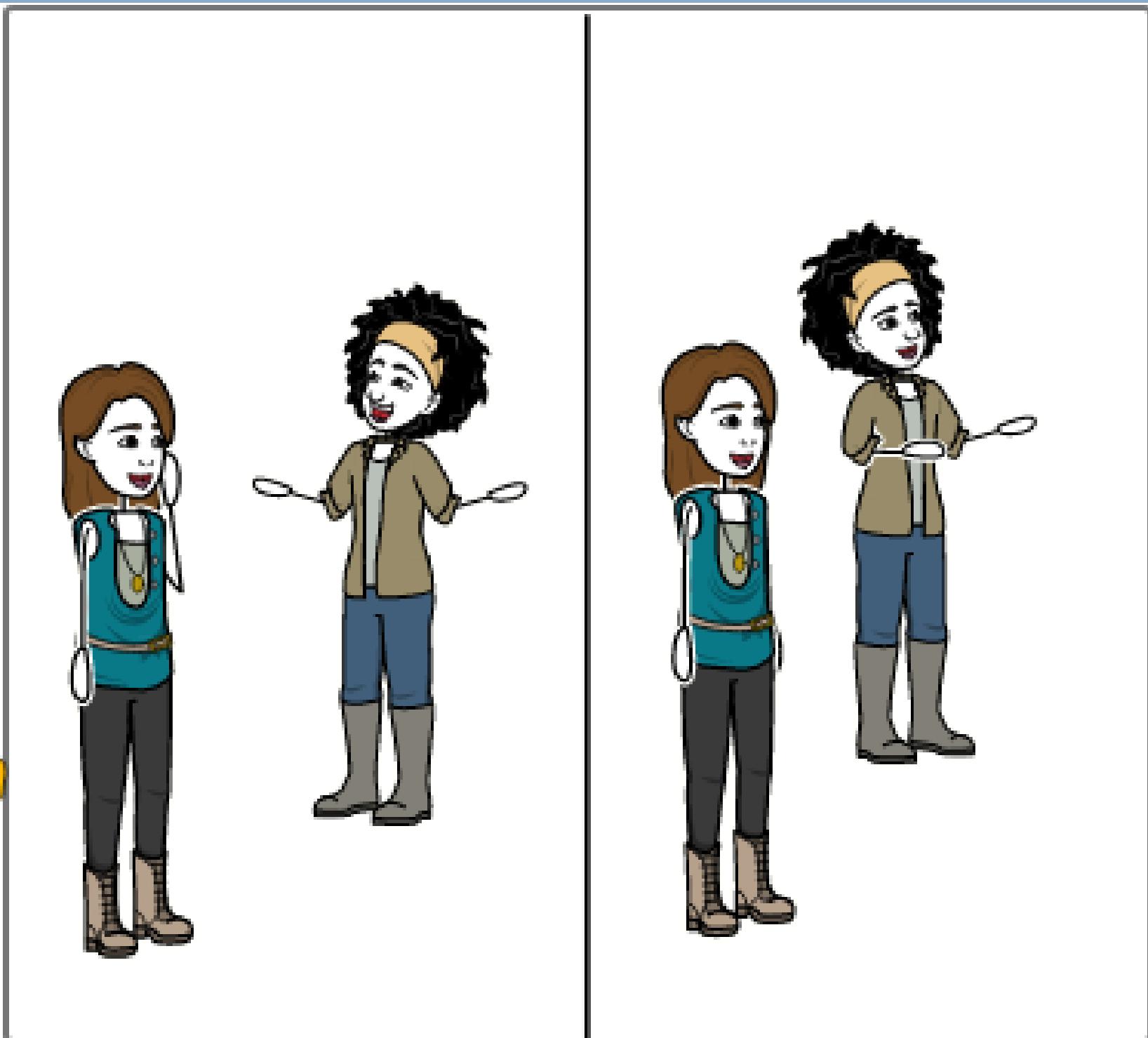
Then She got to know about "PoLitmus" and introduced the villagers to the app "PoLitmus "



- Ezra was scrolling through her social media
- Tired of seeing the Political news Everywhere.
- 'Uh,How polarized these apps have become now '
- She was in a hurry so she left for her workplace



While returning from her workplace, **Ezra** saw a village on her way. She was thrilled about meeting people there and was very interested in knowing their lives.



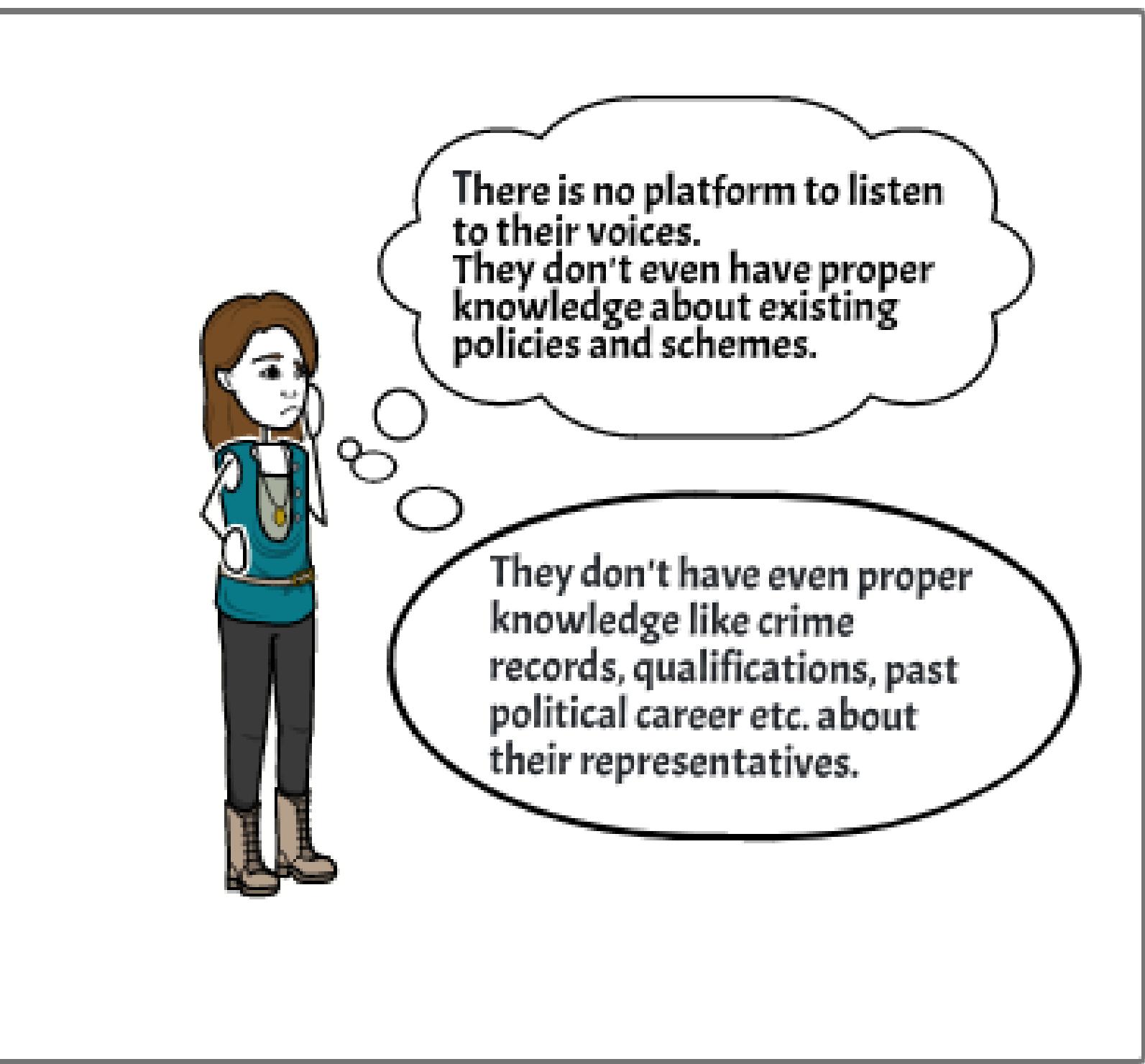
Villagers were very welcoming in their nature. They welcomed Ezra in their hut and took her to a room in their hut.



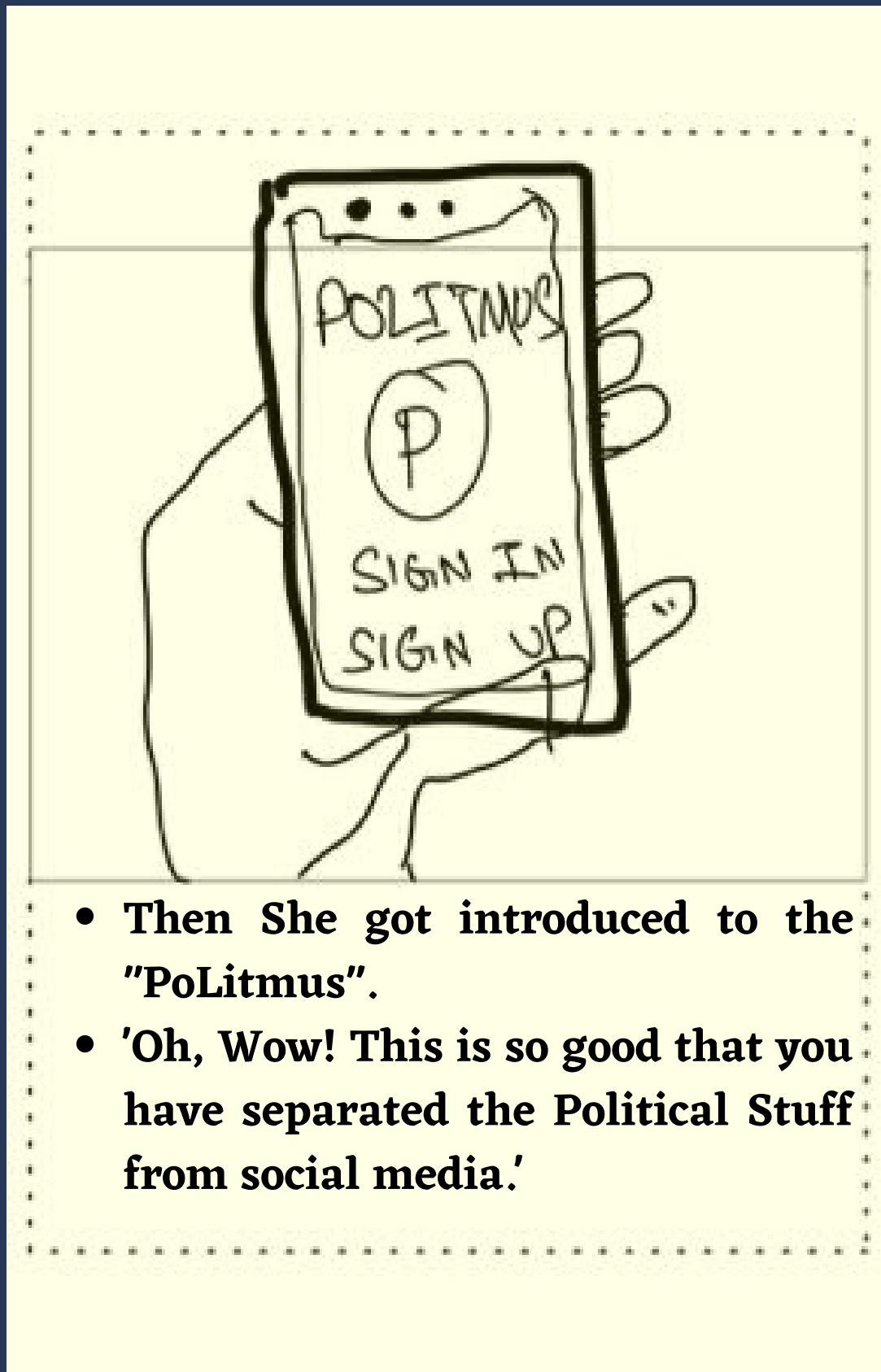
They served tea to Ezra and then they started talking about how they live in village and their day-to-day activities.



Ezra found out that the villagers face constant problems and there is no one to hear their voices. They told Ezra that the government was not fulfilling the promises which they made, pre-elections.



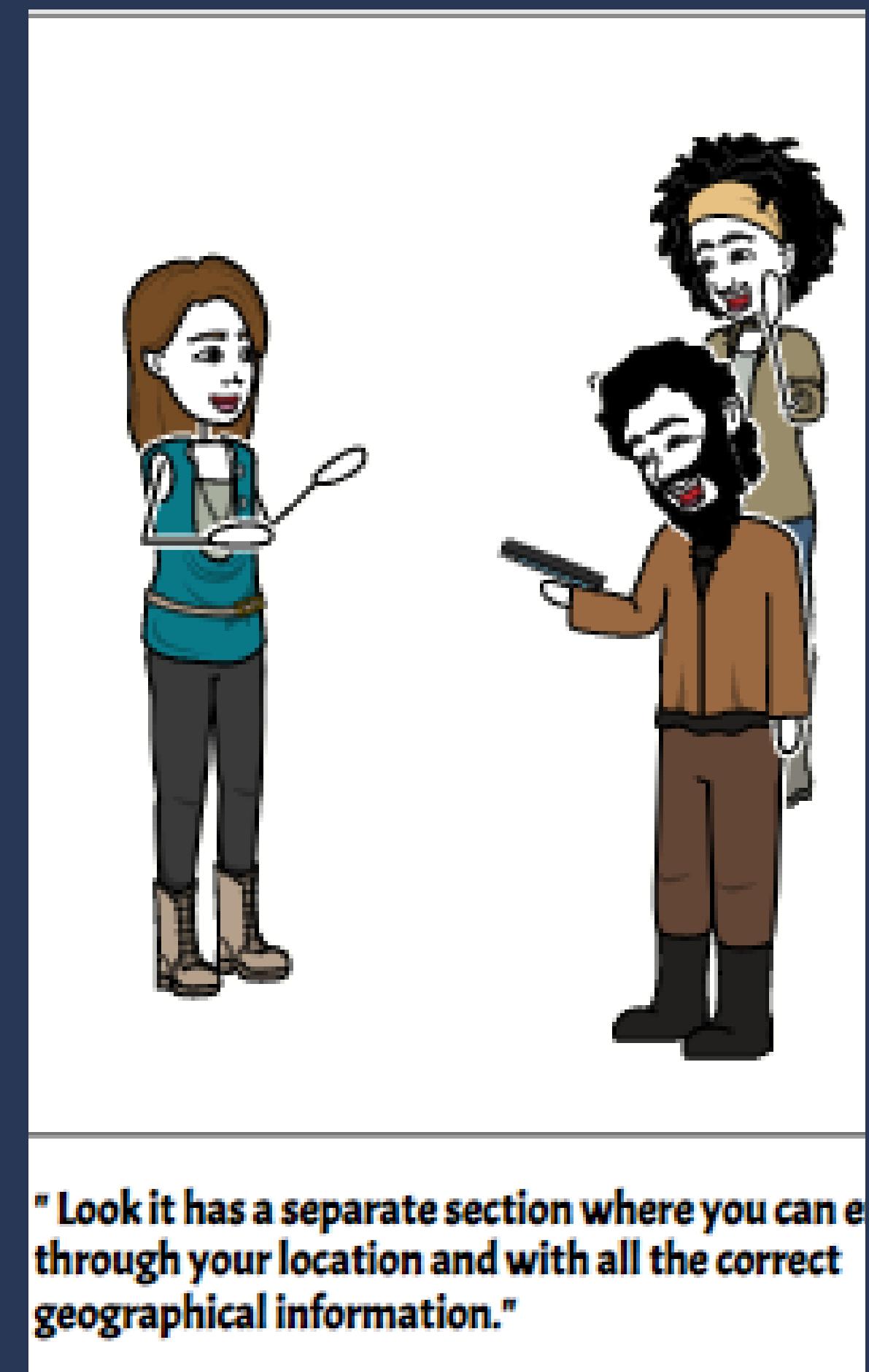
Ezra left for her home but she was still disturbed about villagers' needs and problems. She felt very bad for them and wanted to help them.



- Then She got introduced to the "PoLitmus".
- 'Oh, Wow! This is so good that you have separated the Political Stuff from social media.'



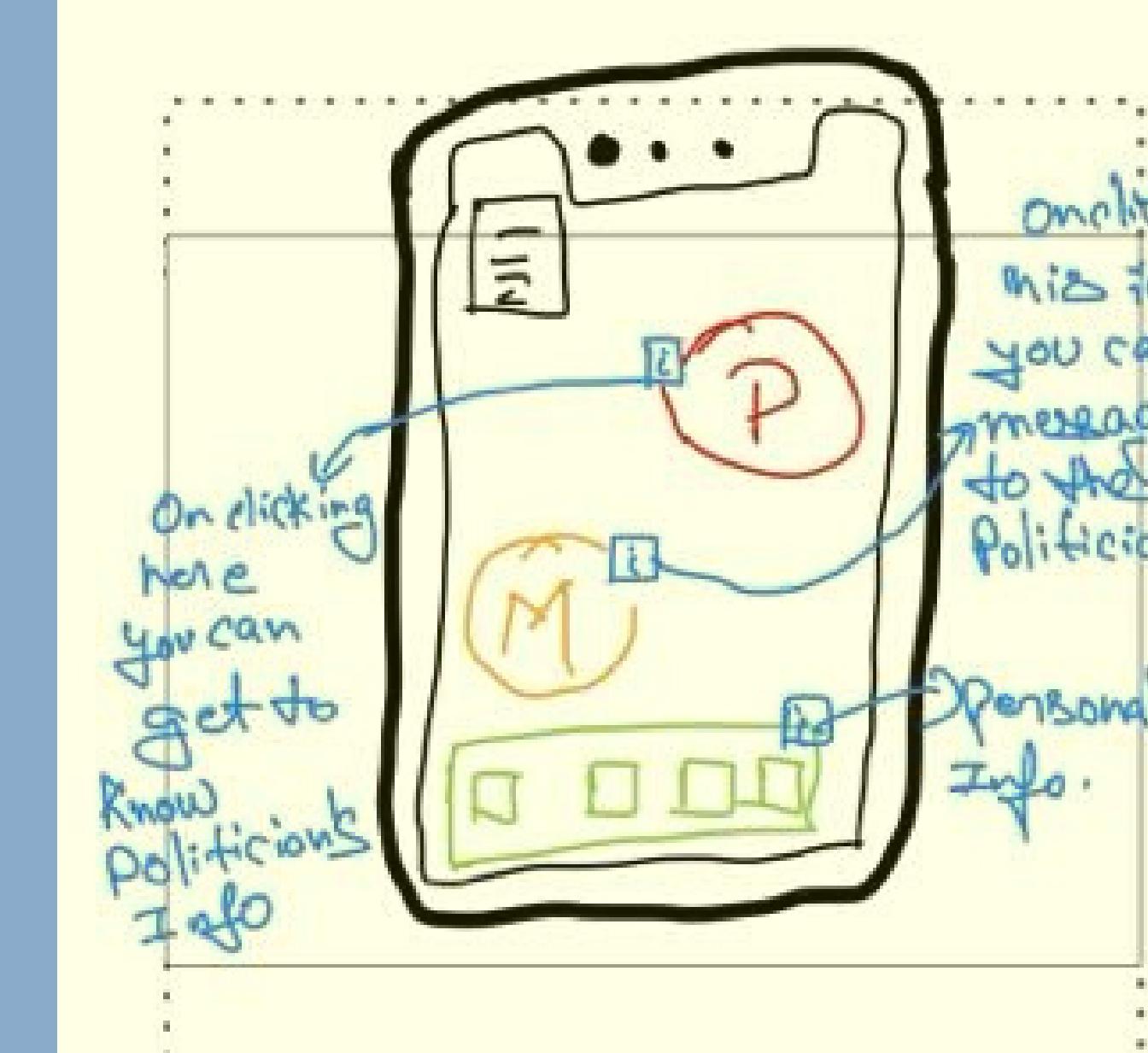
- Then she introduced this app to the villagers who really needed it.



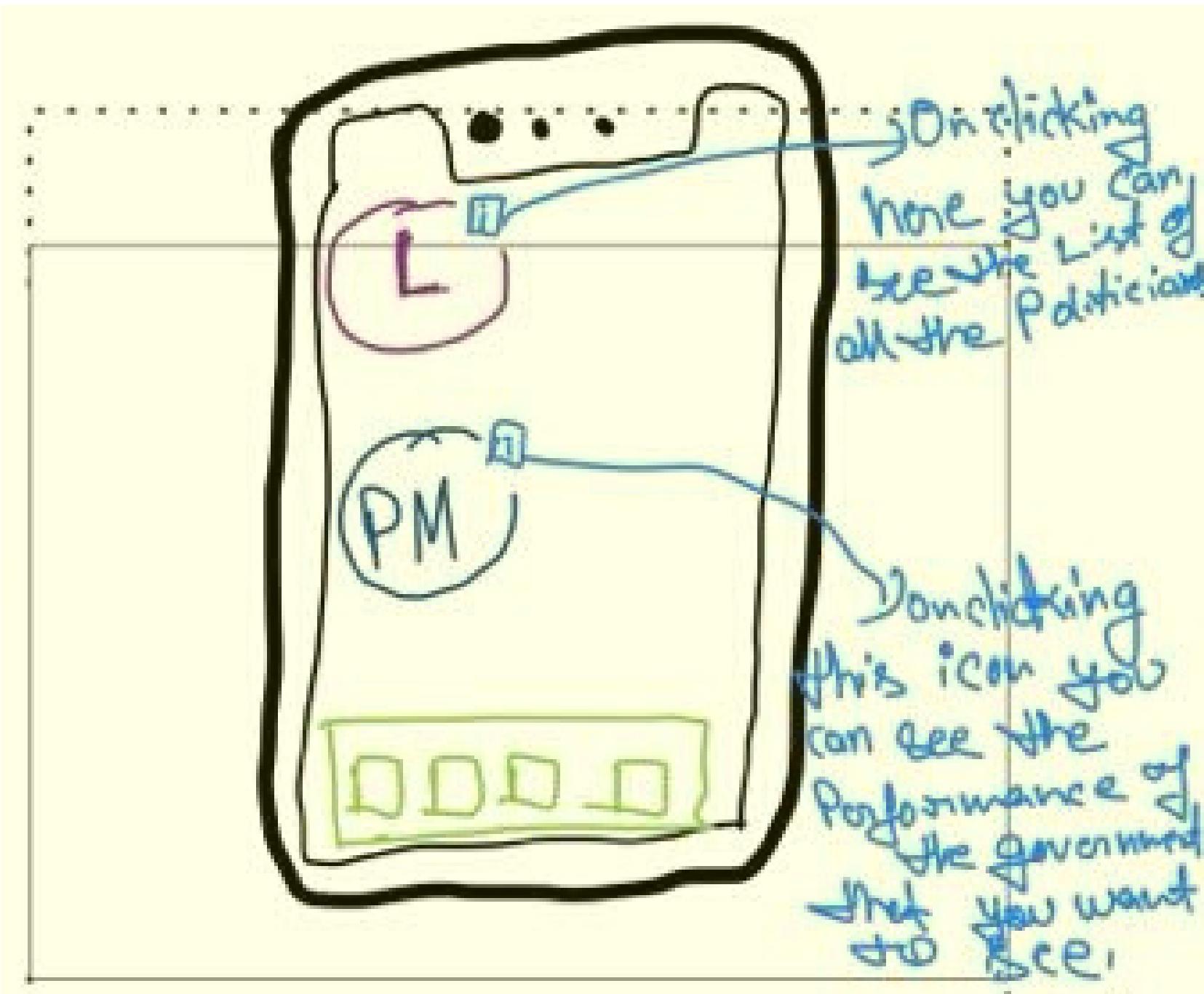
"Look it has a separate section where you can enter through your location and with all the correct geographical information."



- Look on clicking this icon you will find a separate section
- In this section, you'll find an option to complain you can thanks to the politician if you want.
- Here you'll find an option where you can see the latest political news too.



- Here you'll find so many icons about which the information will be given and you can know more by clicking on info.
- In this phase, you can Message to politician related to your problem



- Okay, So in this section of the app you'll find an option where you can find the list of all the politicians of India and more specifically related to you.
- In the next icon, you'll find an option where you can check the performance of the politicians



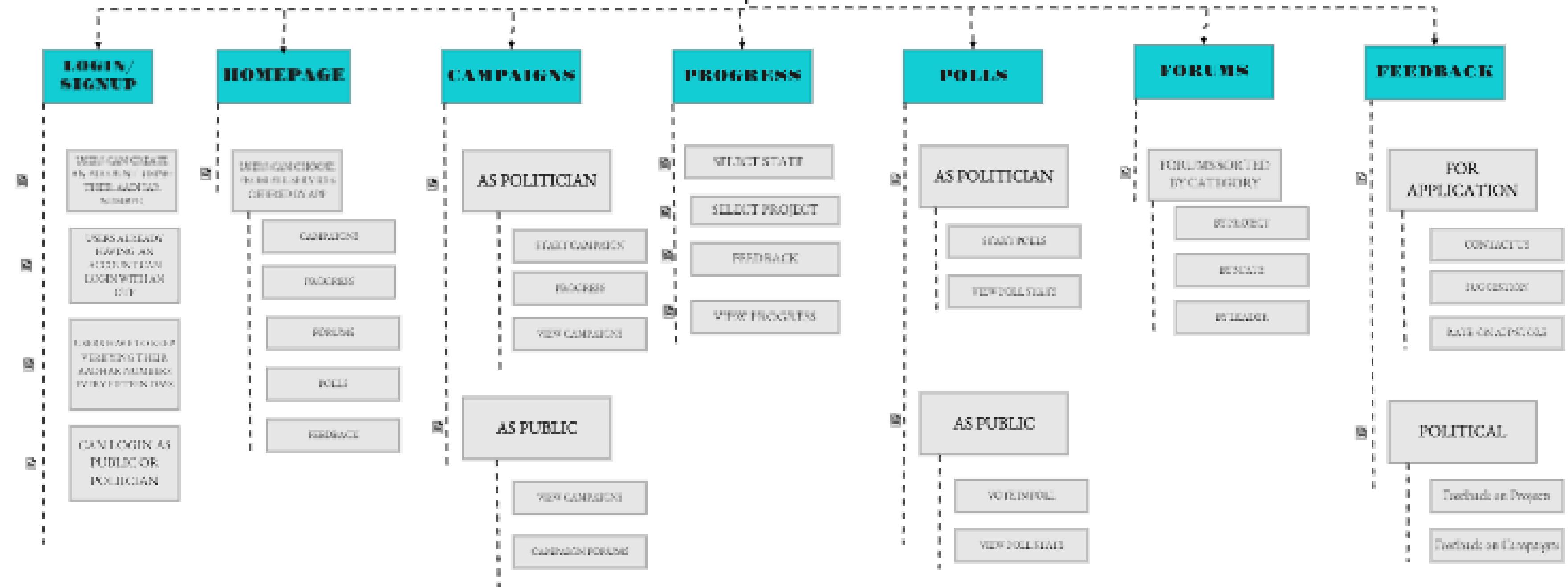
- In this part of the app, you'll see the government's policies and subsidiaries which they've launched to support the poor section of the society
- So by clicking here you'll get to know which policies are beneficial to you and how you can take up the most out of them.



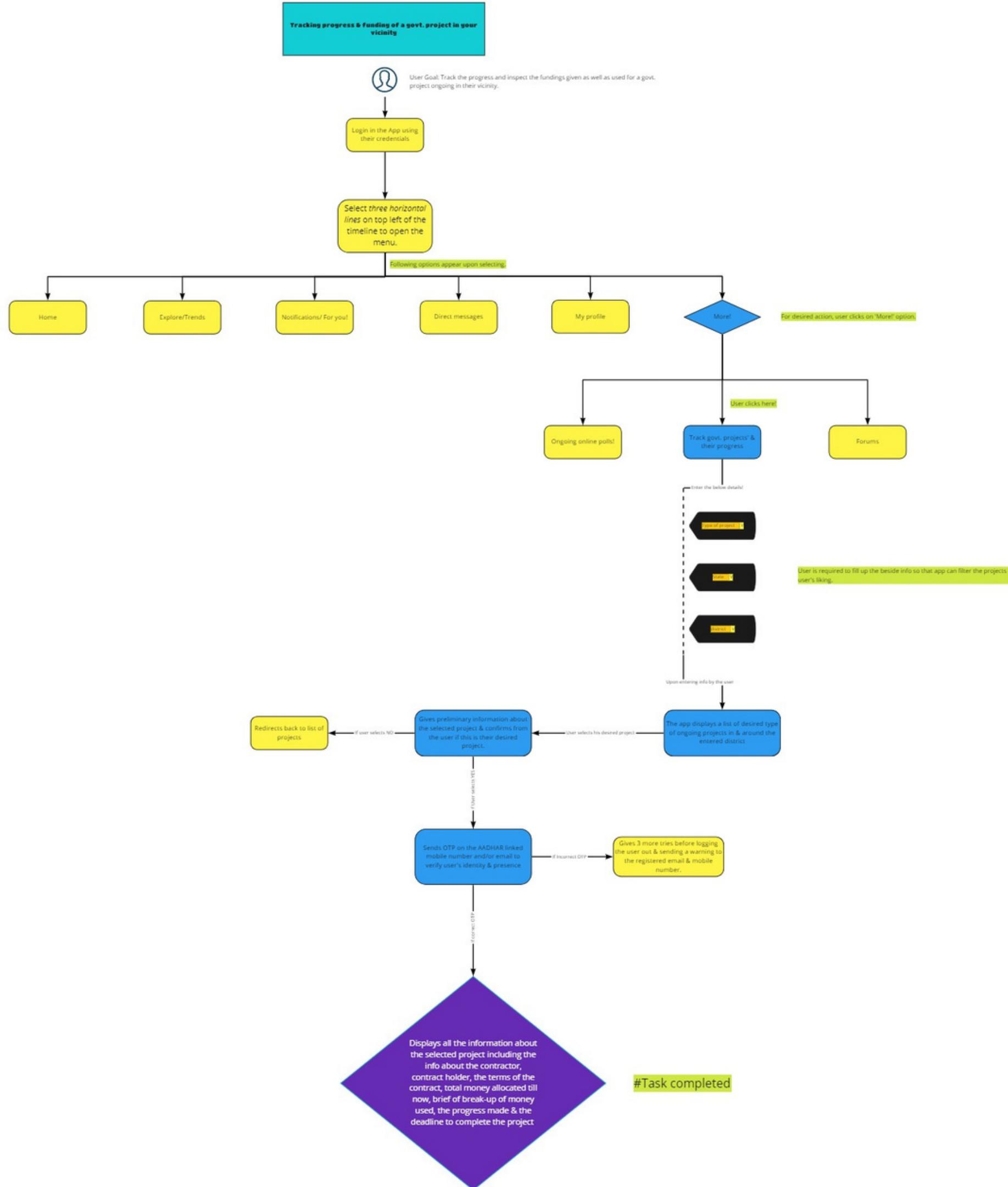
Villagers were so happy and excited about using this app.
Finally they found a platform to speak up and raise their
issues

INFORMATION
INFORMATION
ARCHITECTURE
ARCHITECTURE

START UP



[https://miro.com/app/board/uXjVOFhKsNA=/?
invite_link_id=473056249577](https://miro.com/app/board/uXjVOFhKsNA=/?invite_link_id=473056249577)



Details of the user task-flow through Information Architecture

Link for the same:

[https://miro.com/welcomeonboard/a3BpeDNlc05HdWdYU0pXN2w2VXlkRDJ1UGY0UEpiRkIGRGZ3allMeHBrRGNIRVVDcmhJa0kwV3RKc0NhYXlwzNDU4NzY0NTE4MjU0NzM3MDUy?
invite_link_id=358212655080](https://miro.com/welcomeonboard/a3BpeDNlc05HdWdYU0pXN2w2VXlkRDJ1UGY0UEpiRkIGRGZ3allMeHBrRGNIRVVDcmhJa0kwV3RKc0NhYXlwzNDU4NzY0NTE4MjU0NzM3MDUy?invite_link_id=358212655080)

Low-fidelity
Low-fidelity

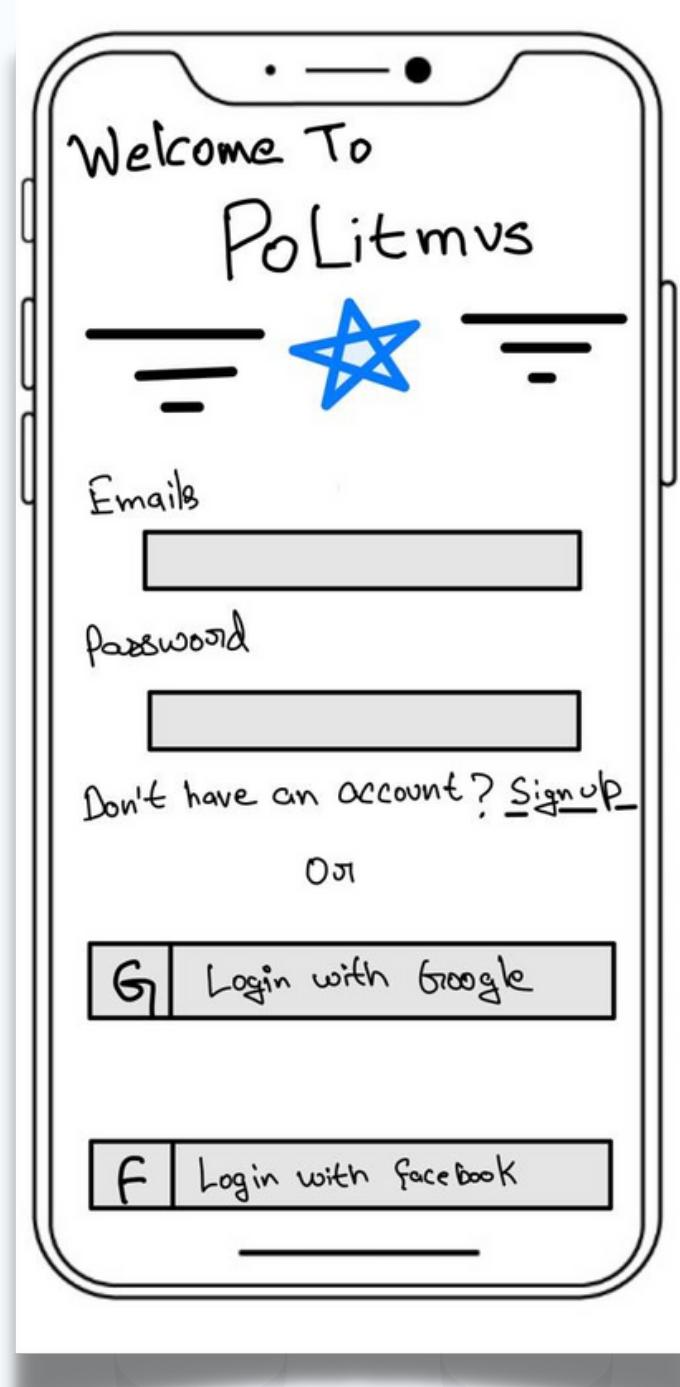
WHAT IS A PROTOTYPE?

A prototype is an early sample, design layout of how the final product is going to look like

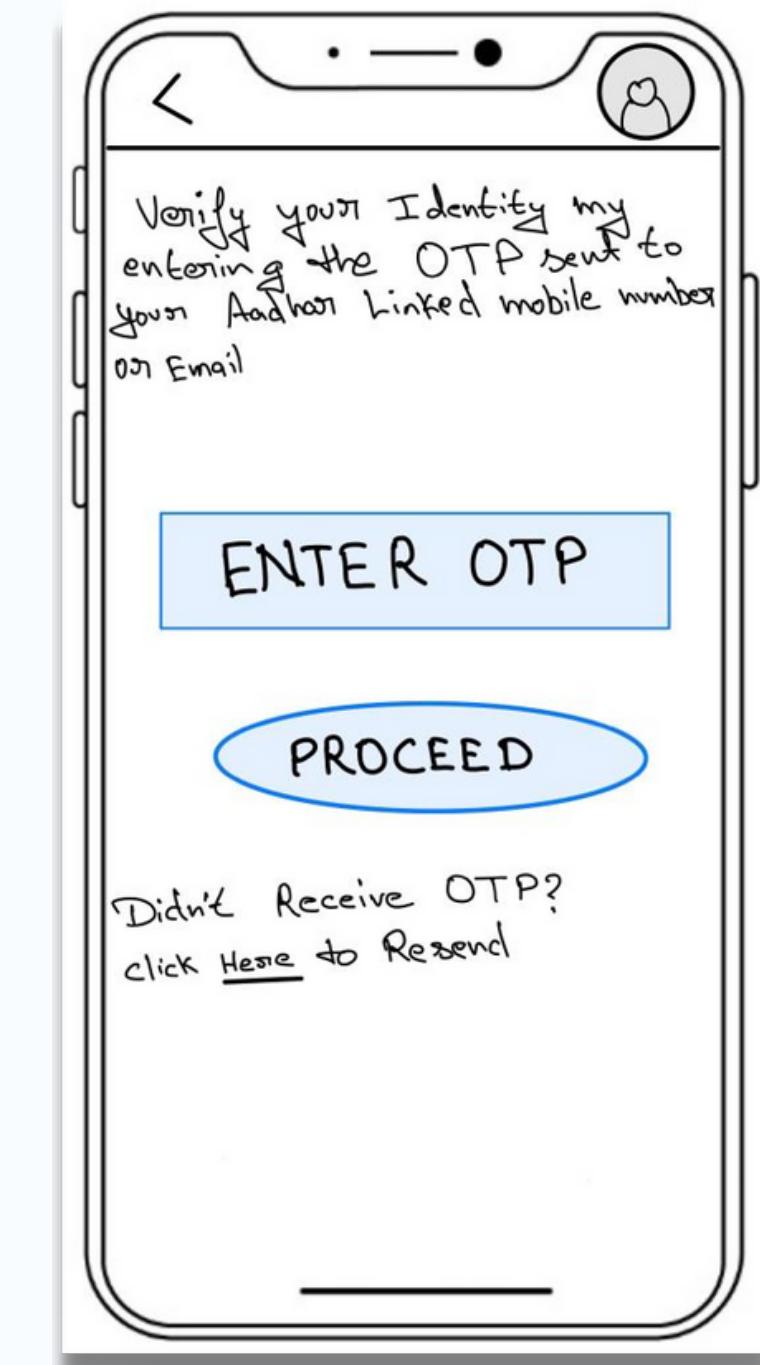
WHAT ARE THE CHARACTERISTICS OF THE PROTOTYPE?

- Representation
- Precision
- Functional
- Improvable

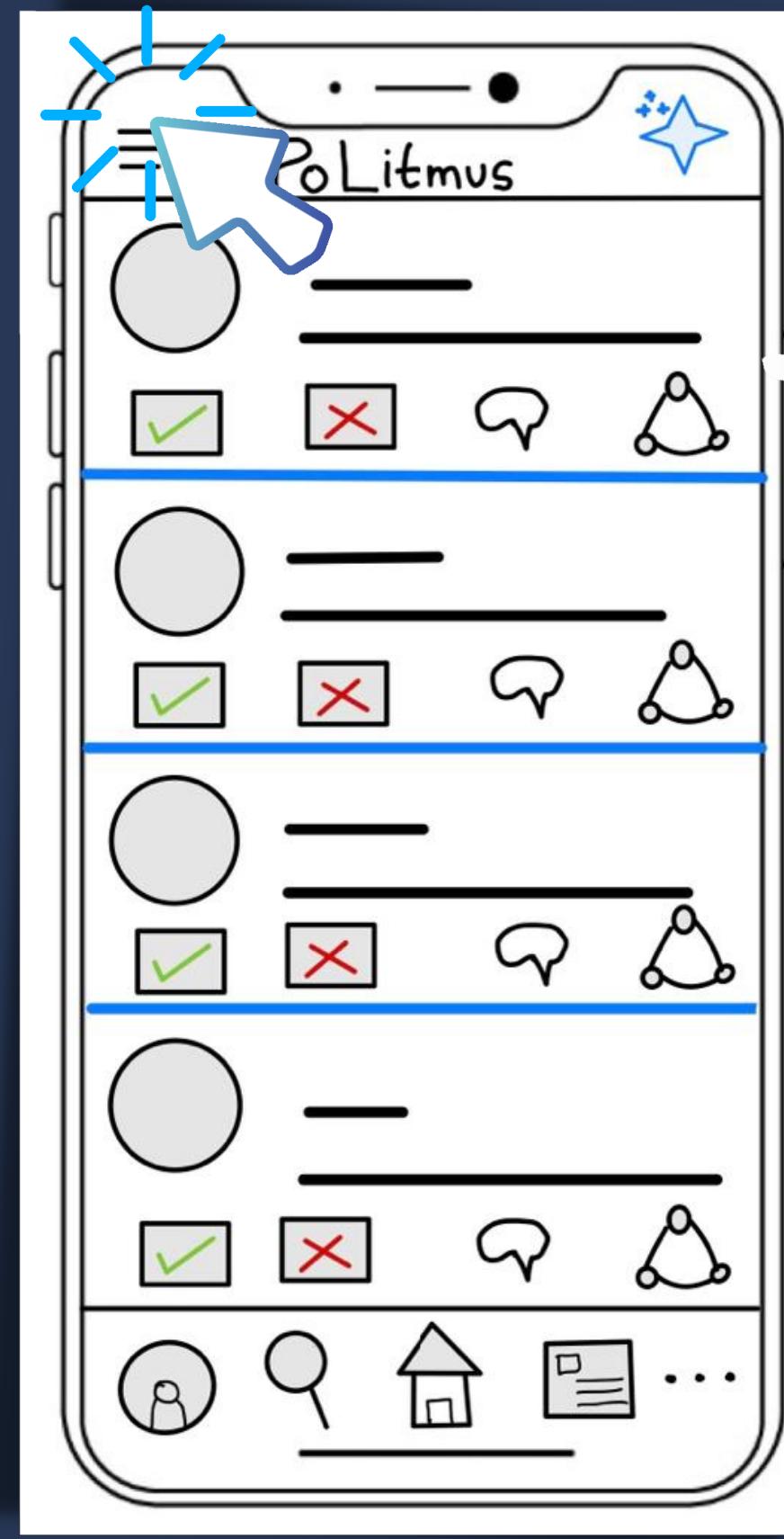
PoLitmus's Lo-Fi



These are the Lo-Fi Prototype of our app "PoLitmus." These Lo-Fi UI's are drawn purely keeping Users in mind so that they don't have to face any un comfortability.



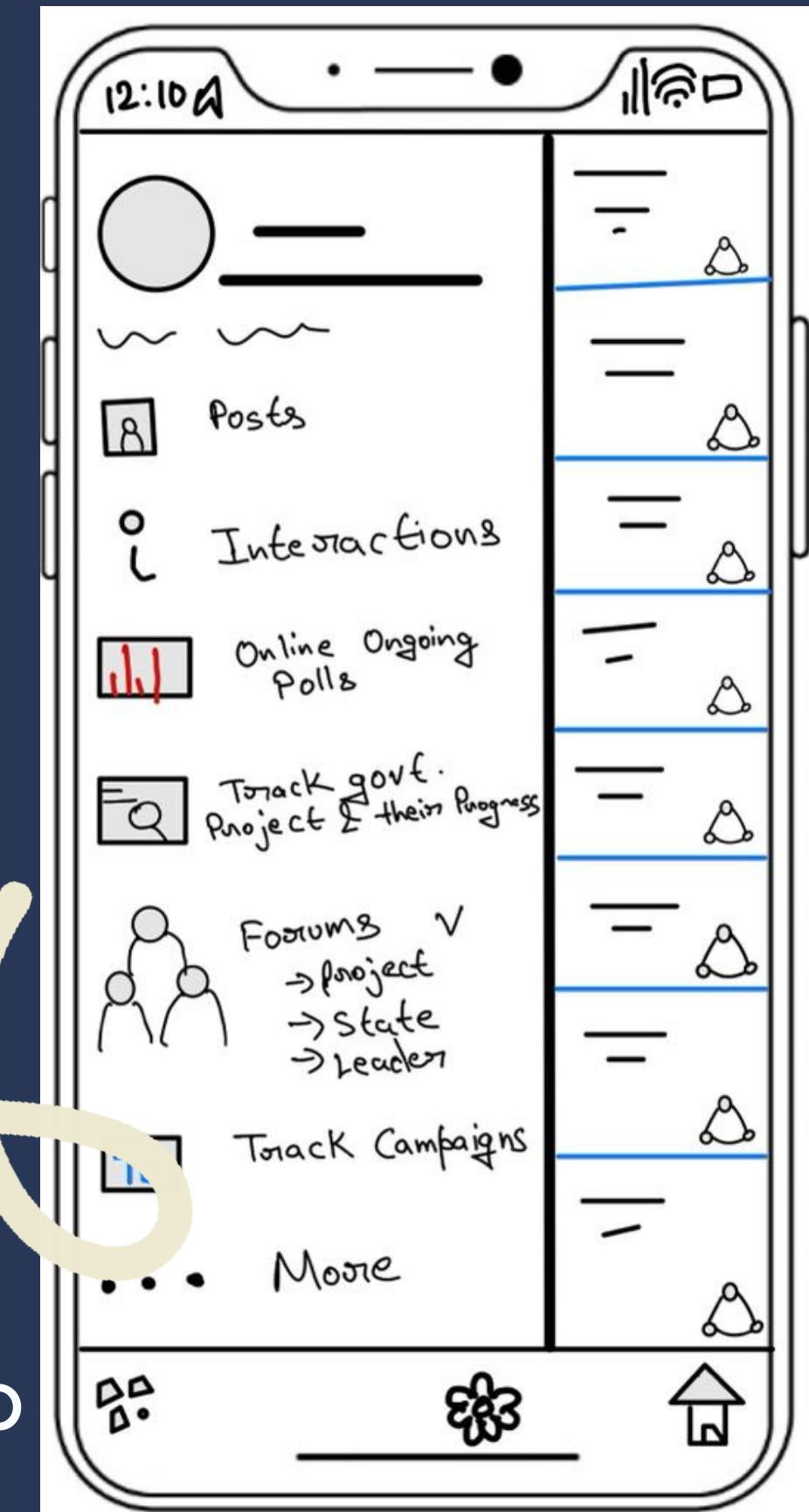
Lo-Fi

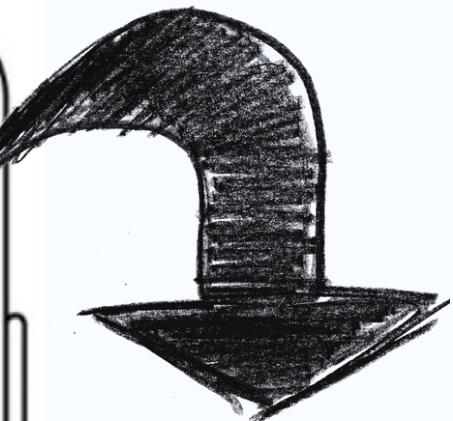
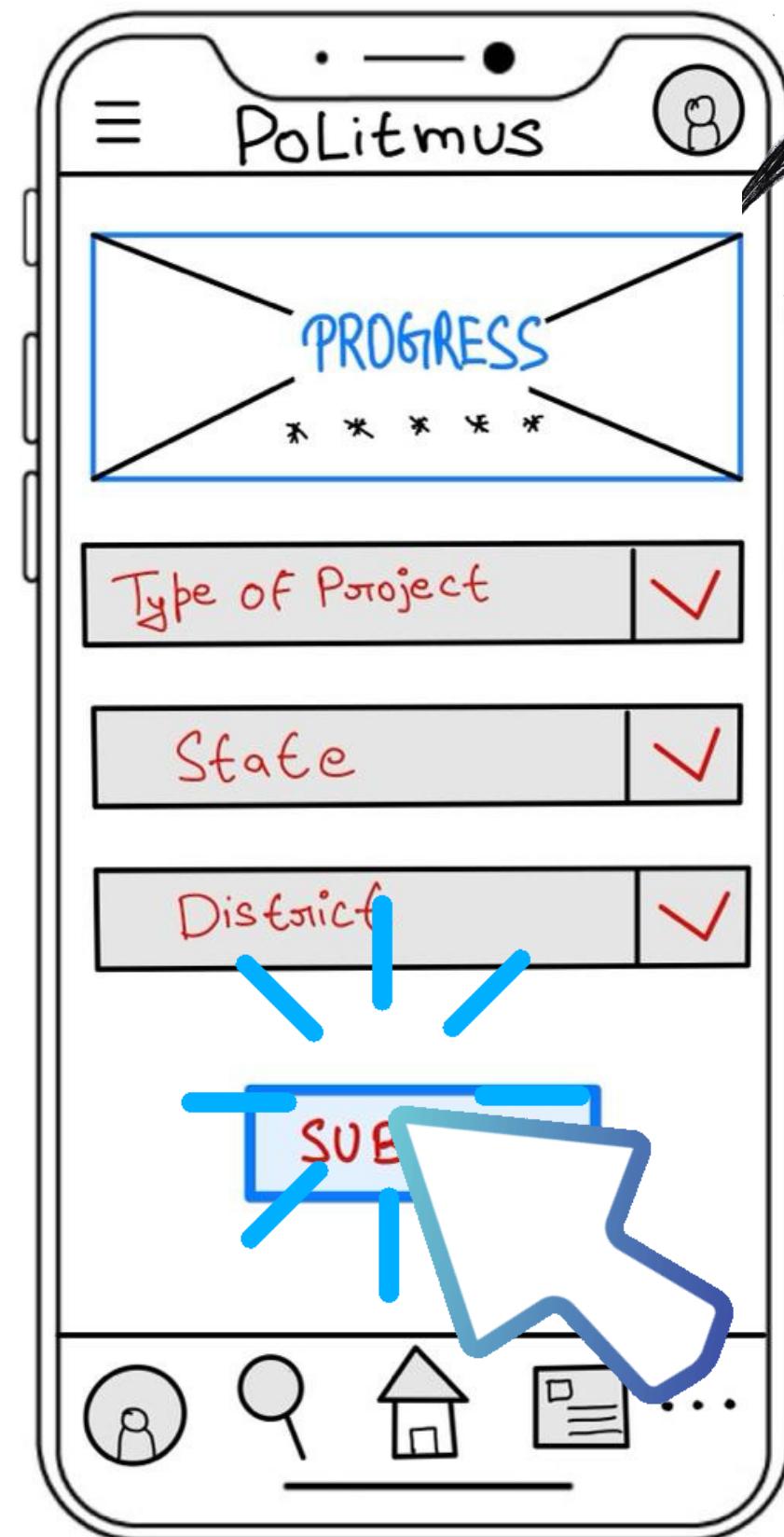


Lo-Fi UI of Homepage

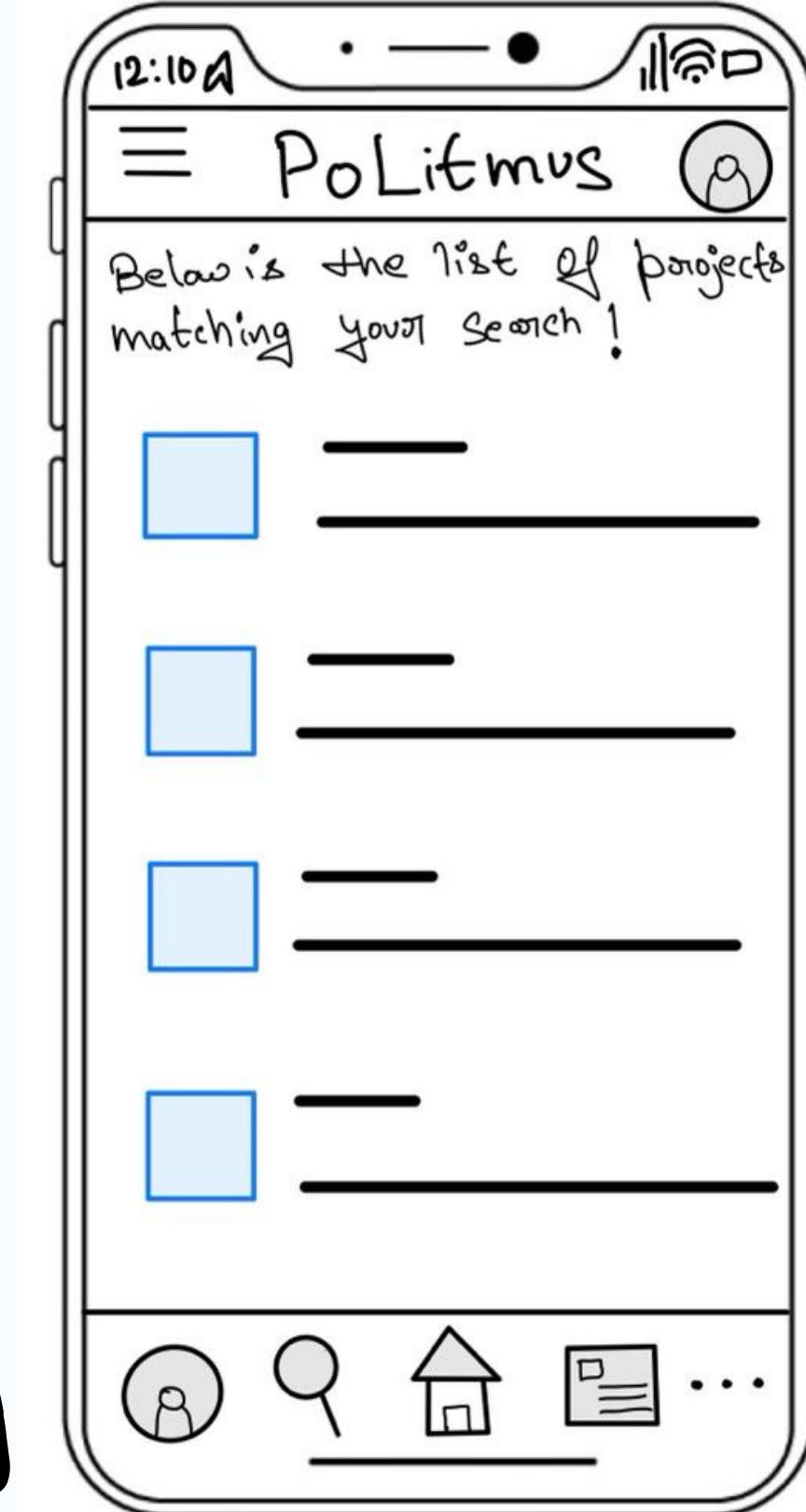


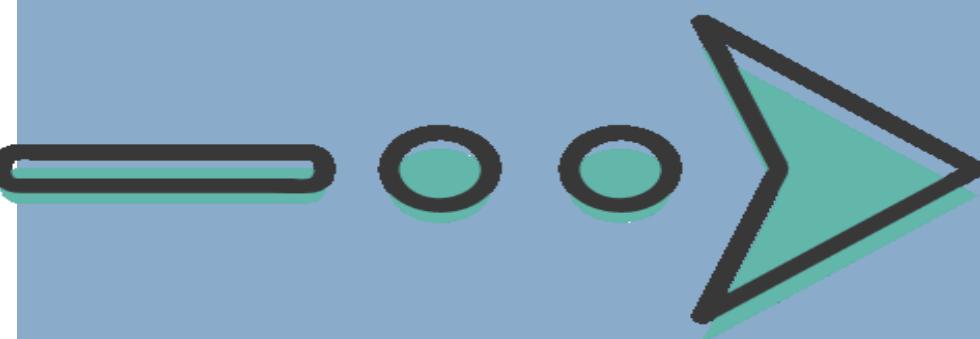
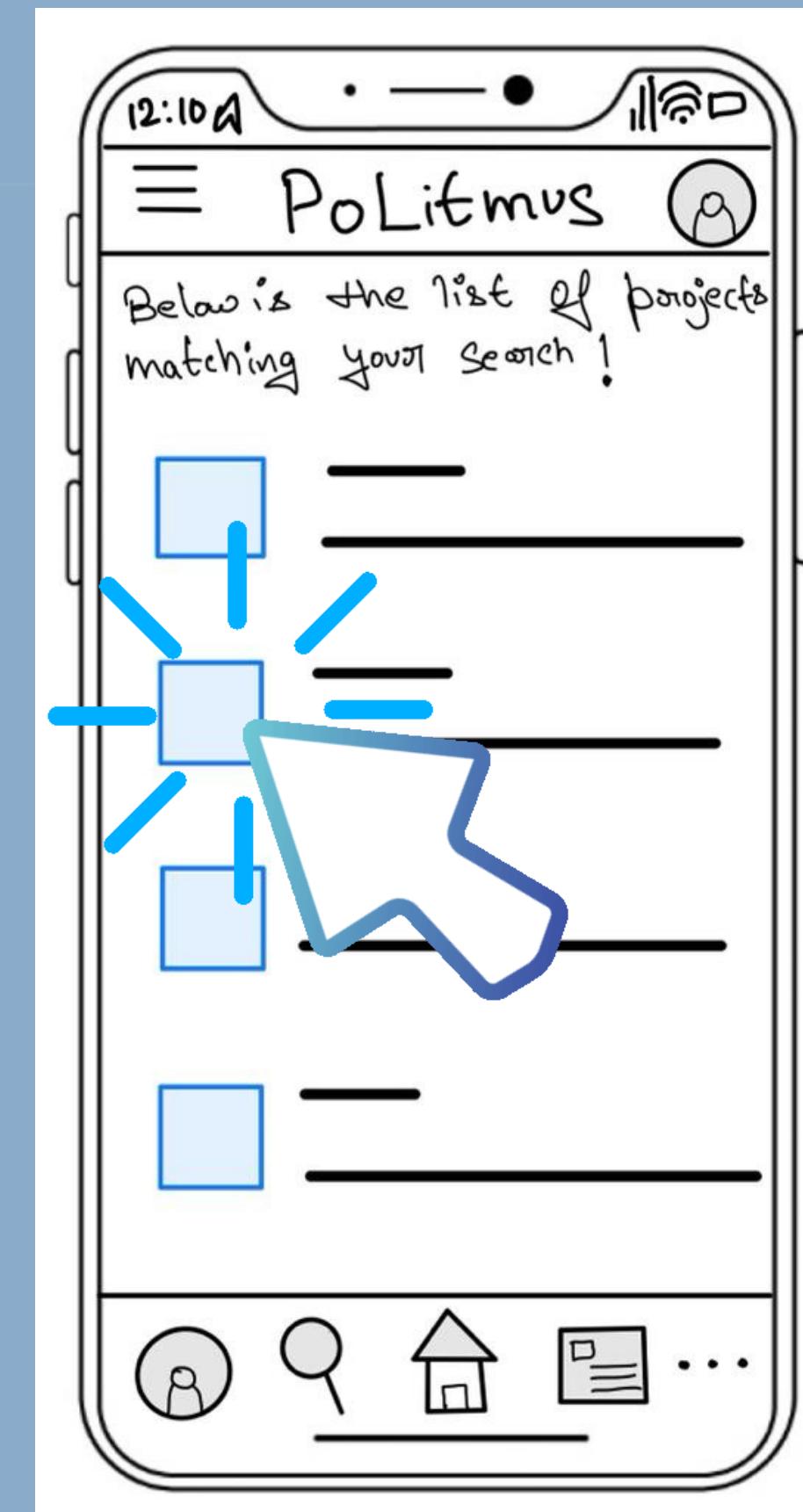
UI of Menu Page of our app



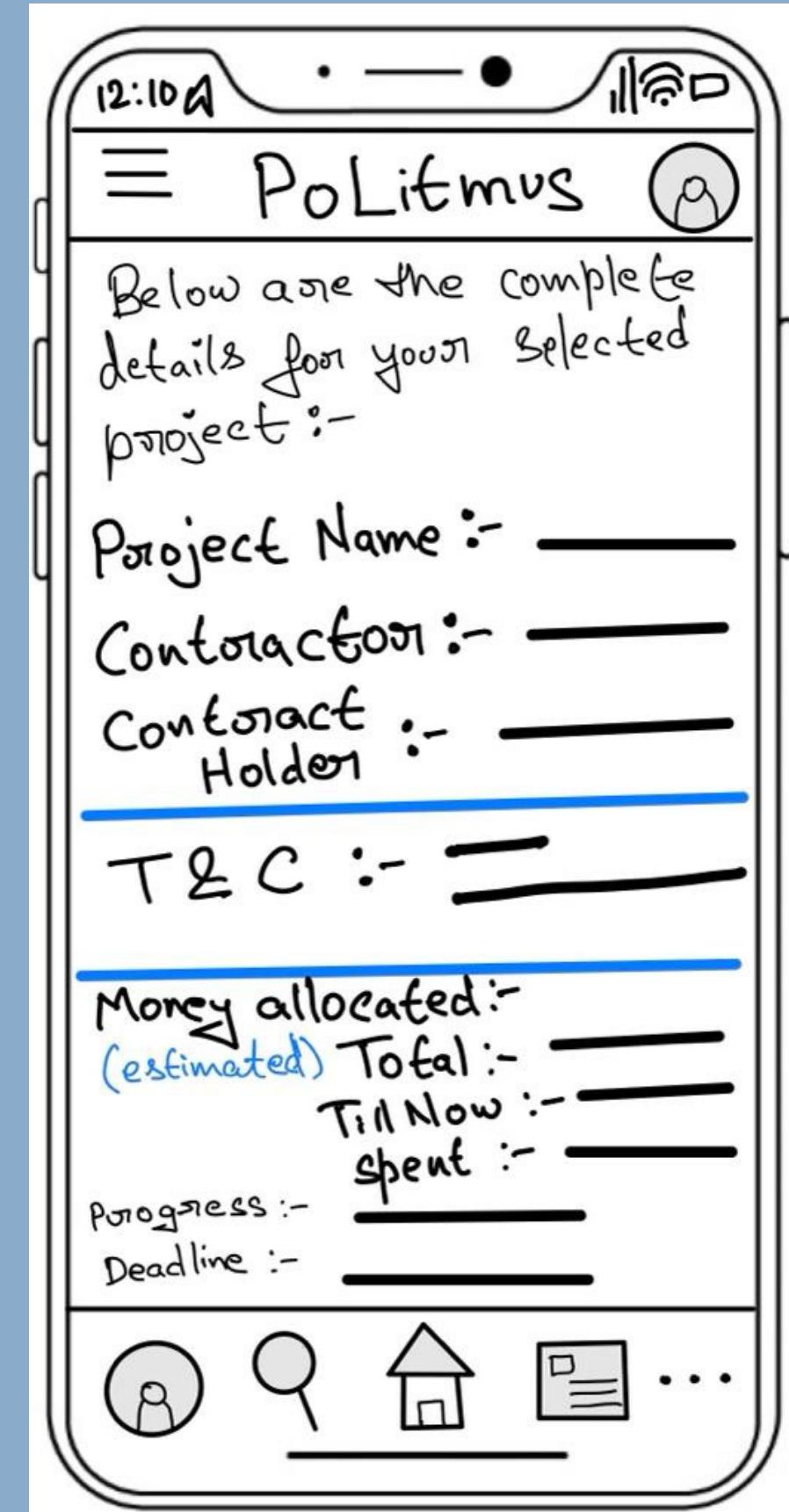


UI of the "Track
Government Project,"
which is an option
present in the "Menu"





UIs of other functions
after clicking on the
chosen project by the
user.



Medium Fidelity

Welcome To



Username/Email:

Enter your email

Password:

Enter your password

[Forgot password](#)

Login

Don't have an account?

Or

Login With Google

Login With Facebook

MEDIUM-FIDELITY PROTOTYPE OF OUR APP "POLITMUS"

Mid-Fi UI of "Welcome Page"

Mid-Fi UI of "Login Page"

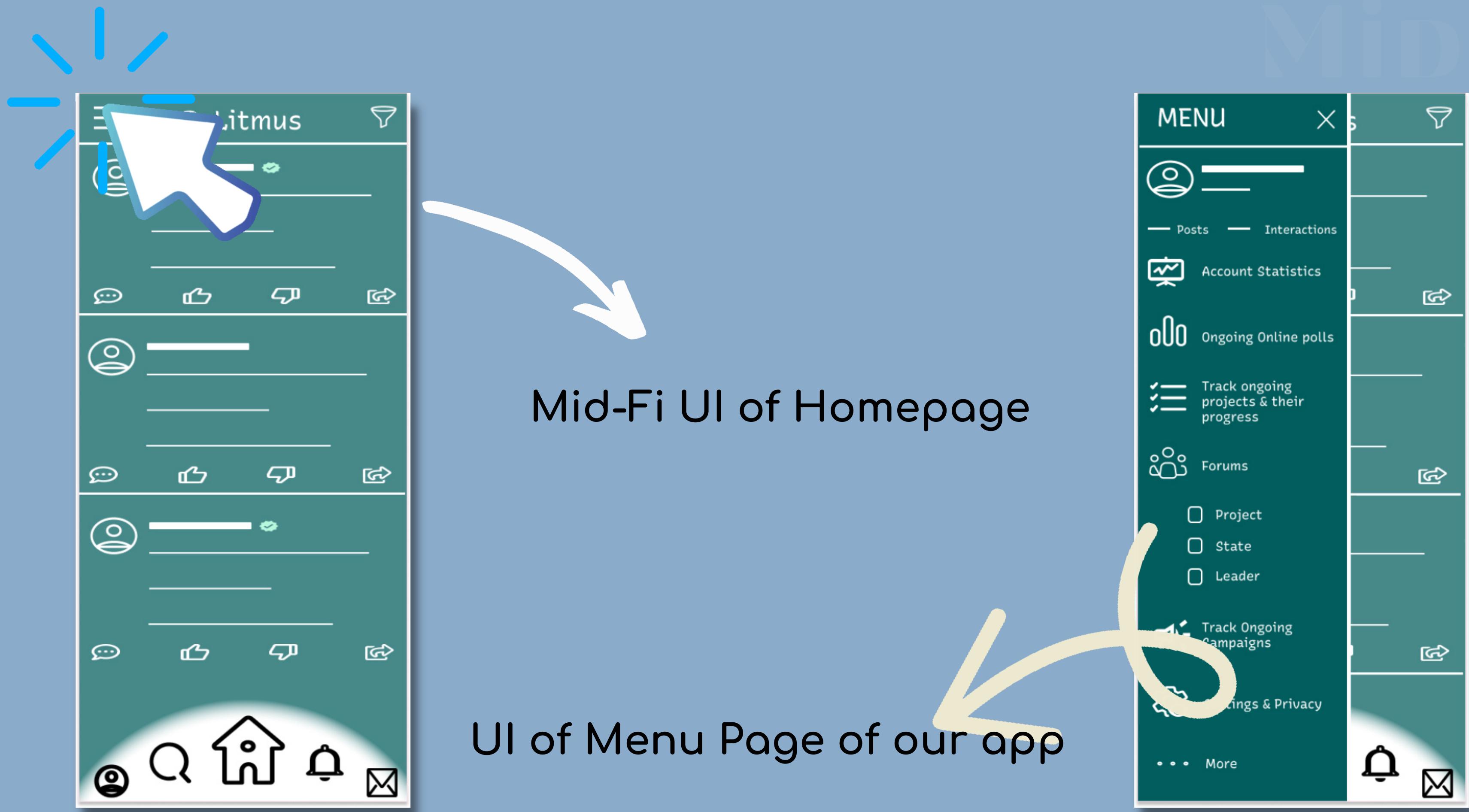
PoLitmus

Verify Your Identity by
entering the OTP sent to your
AADHAR linked mobile number &
email:

6 Digit OTP

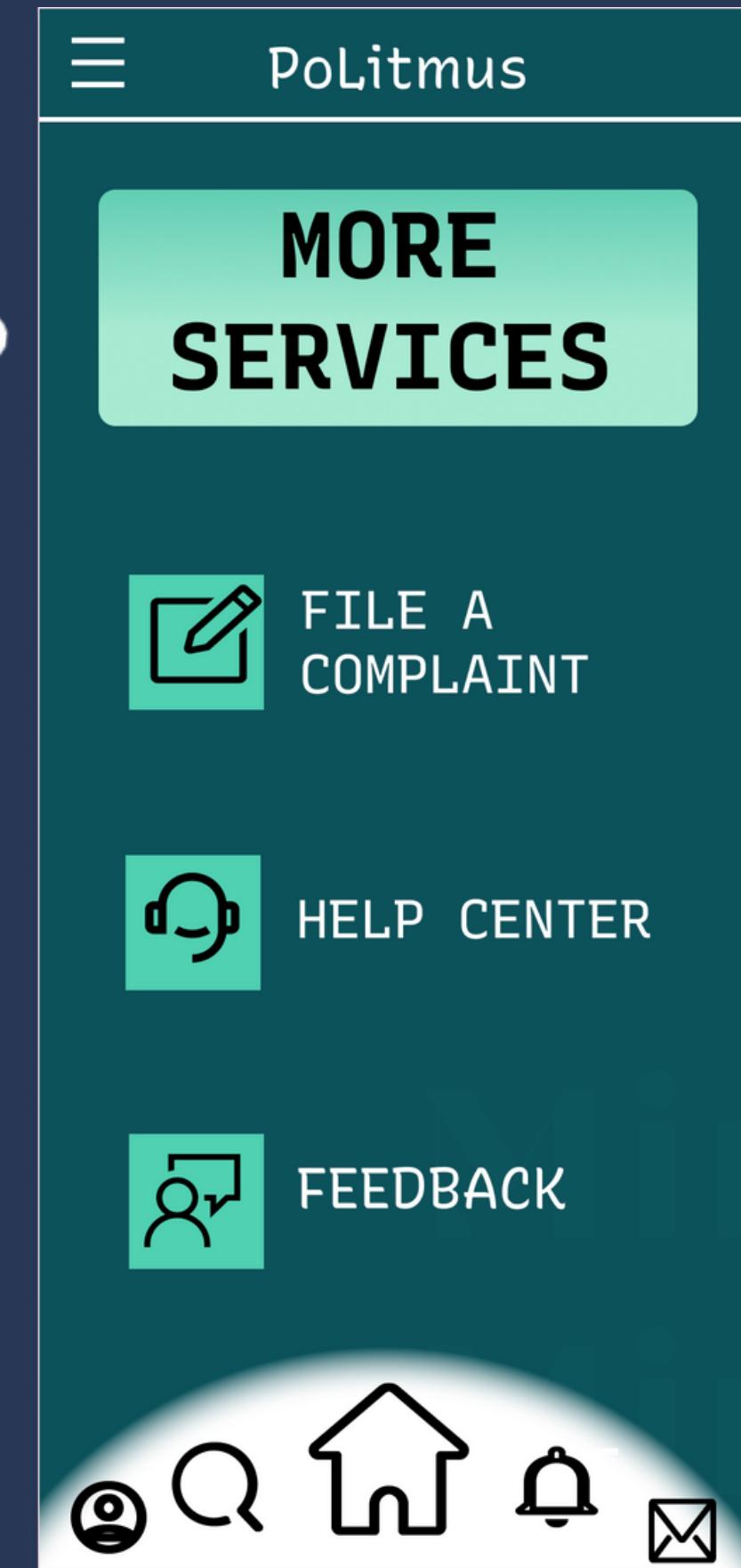
Proceed!

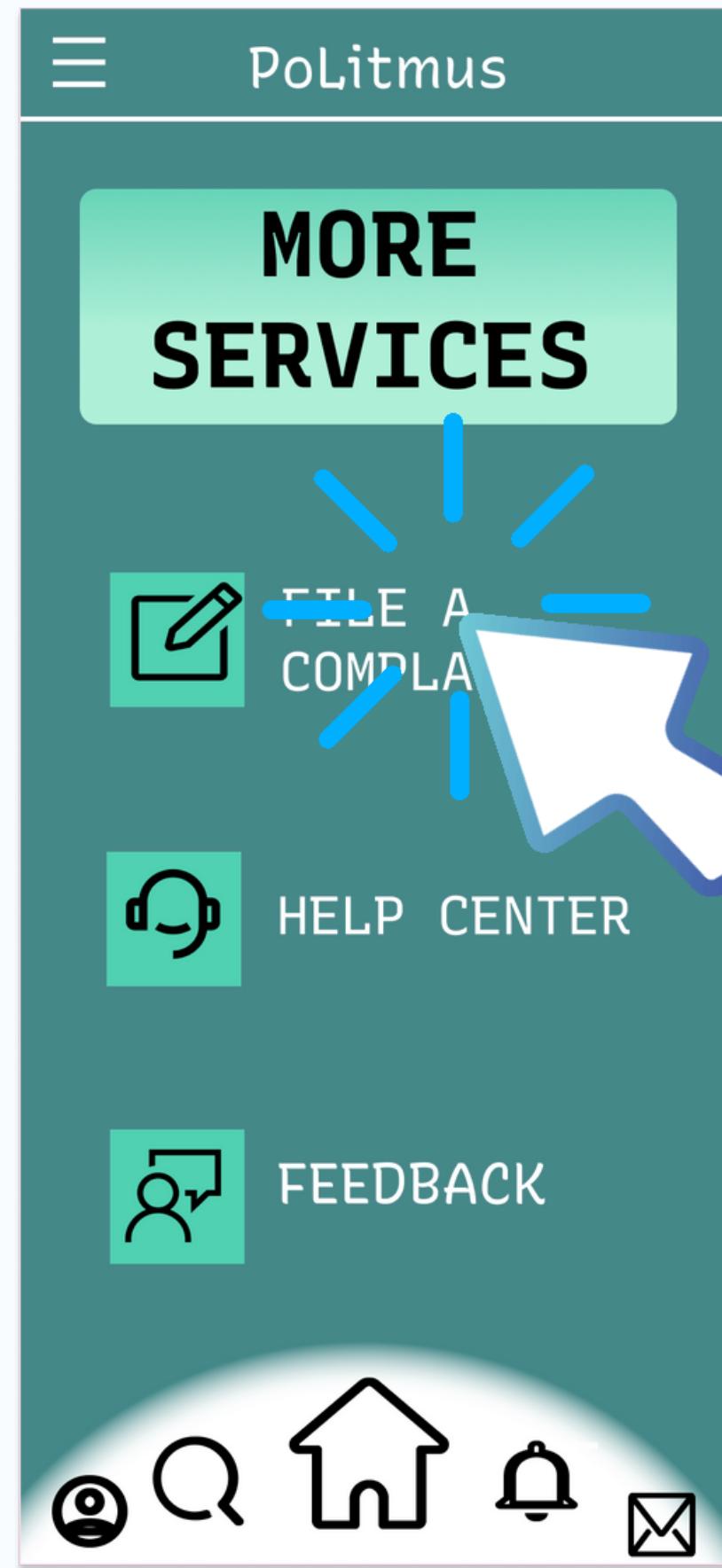
Didn't Receive OTP?
Click [Here](#) To Resend



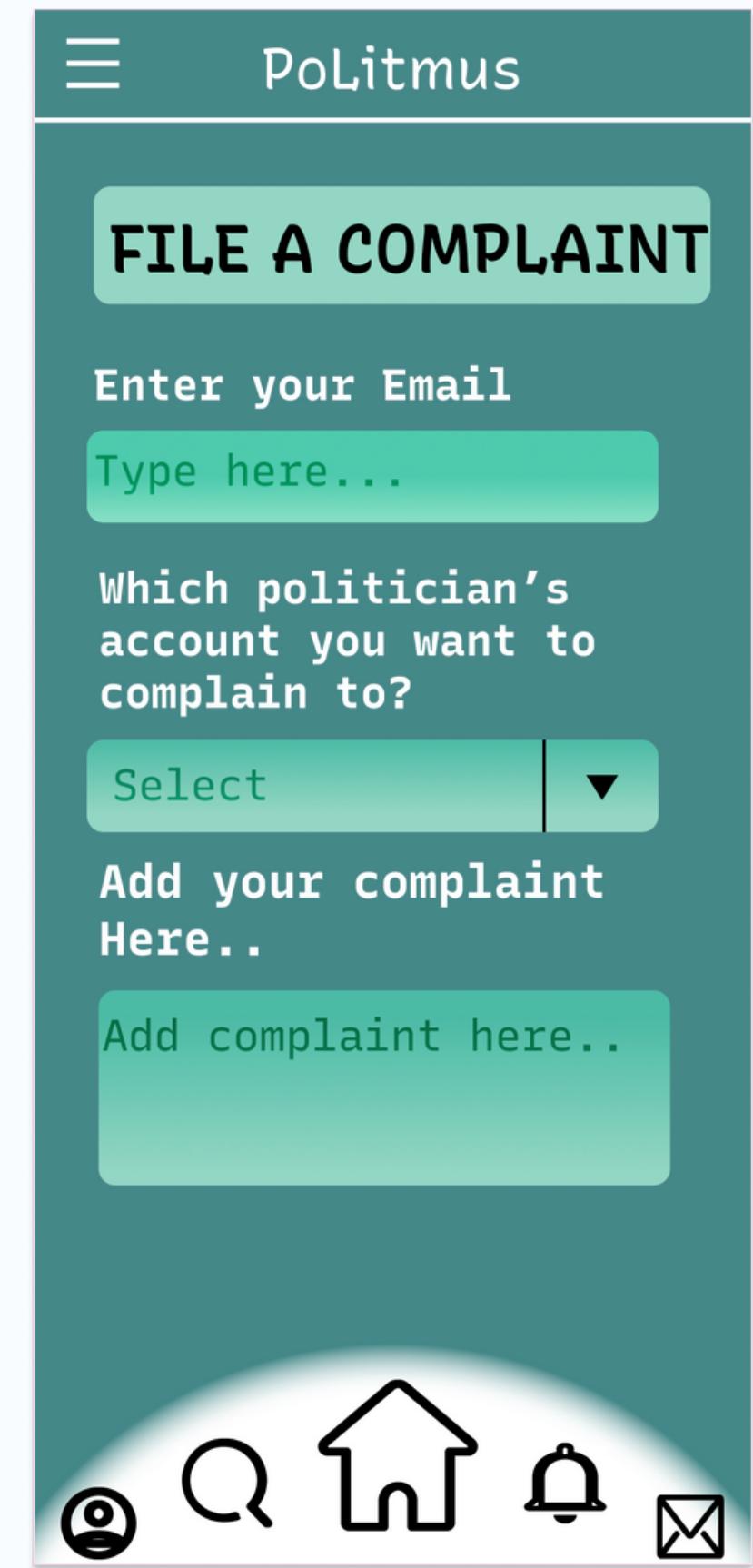


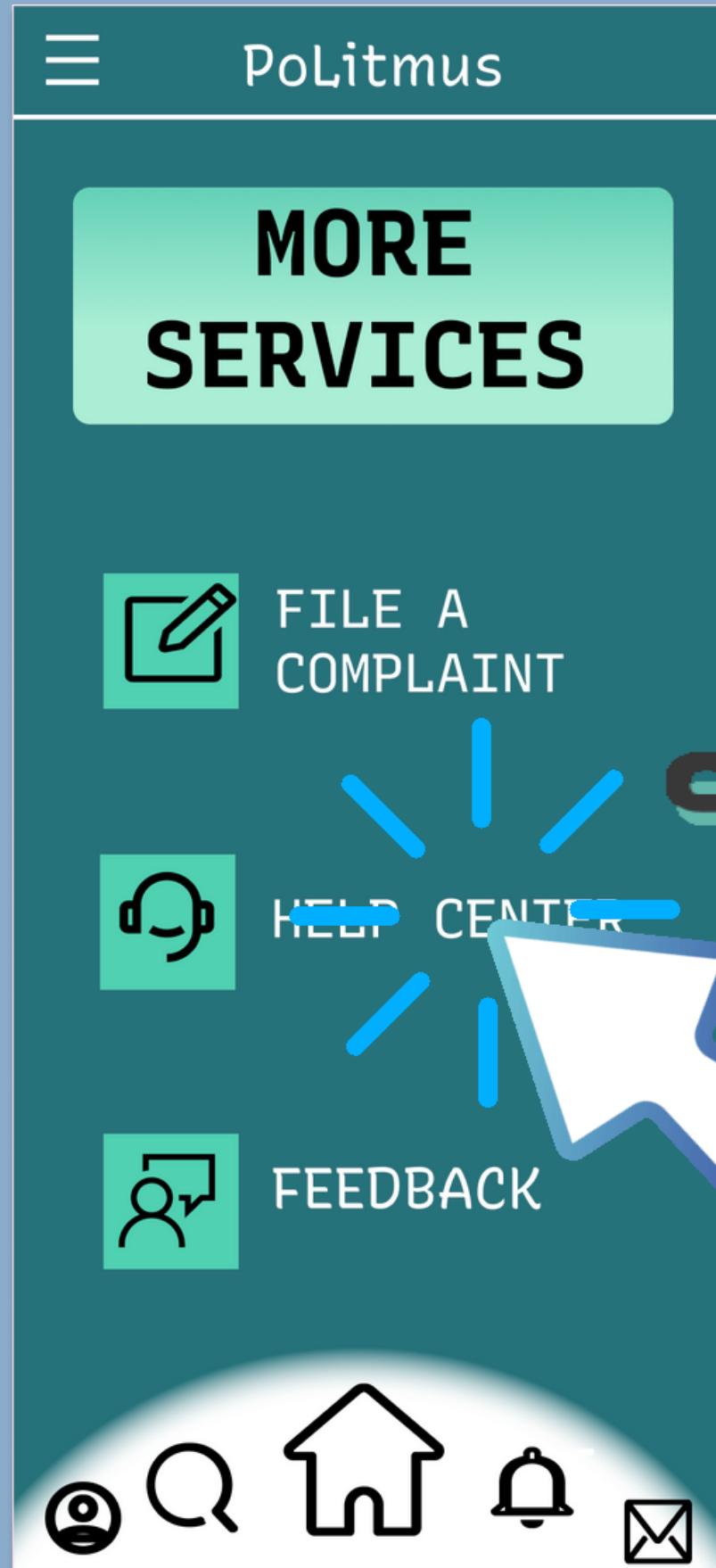
On clicking "More" Options present in the "MENU" page the user will be directed to this page.



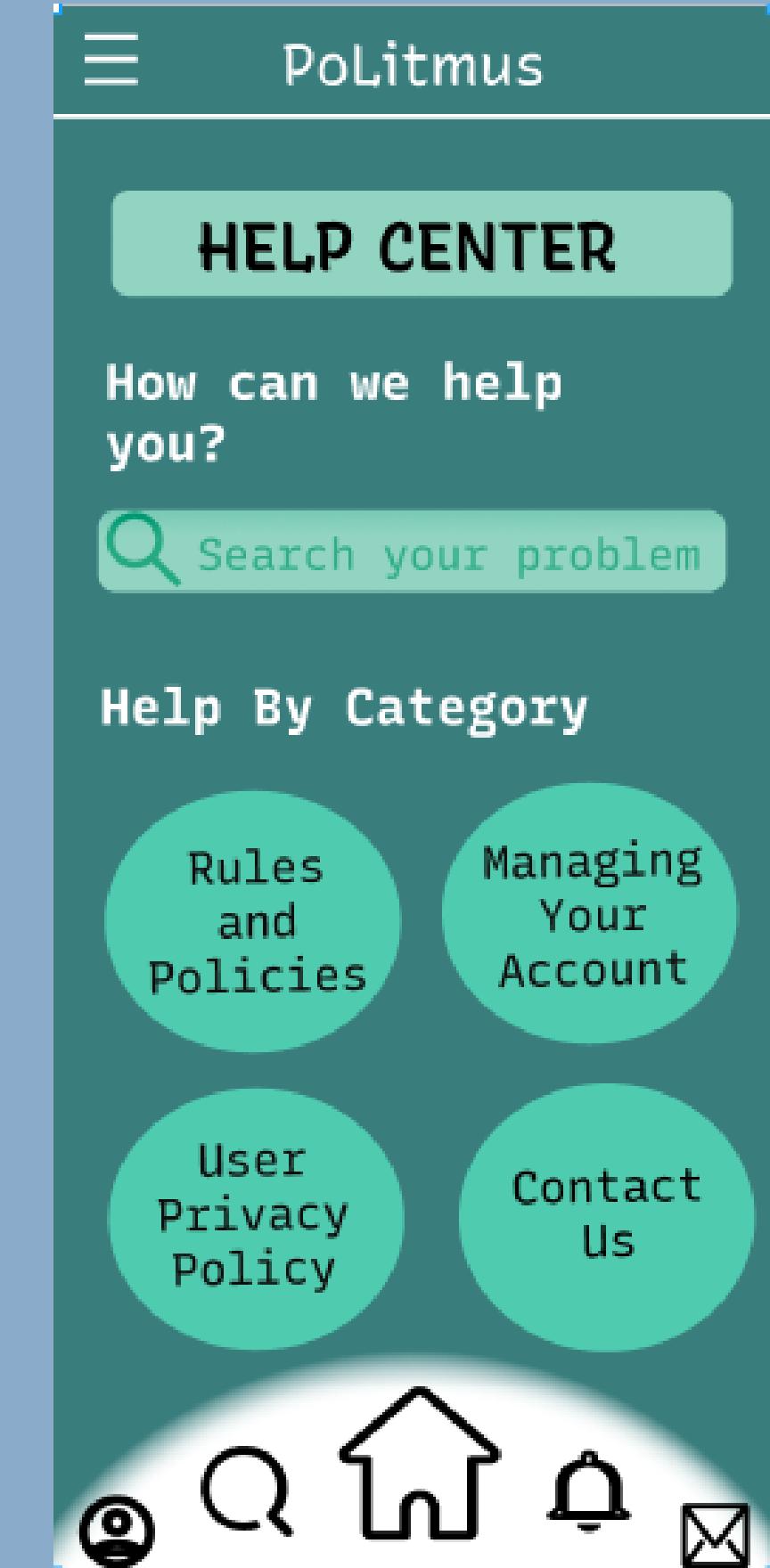


On tapping the "File A complaint" option this kinda UI will appear





On tapping "Health Center" option the user will be guided to this UI



☰ PoLitmus

MORE SERVICES

 FILE A COMPLAINT

 HELP CENTER

 FEEDBACK

On clicking "Feedback," This page will open.

☰



☰ PoLitmus

FEEDBACK

How likely are you to recommend "PoLitmus" to your friend?

Not likely Likely

1 2 3 4 5

Give your suggestions

Add comments here...

Submit

☰ Q Home Bell Mail

High Fidelity

LINK TO OUR Hi-FIDELITY PROTOTYPE:
LINK TO OUR Hi-FIDELITY PROTOTYPE:
LINK TO OUR Hi-FIDELITY PROTOTYPE:

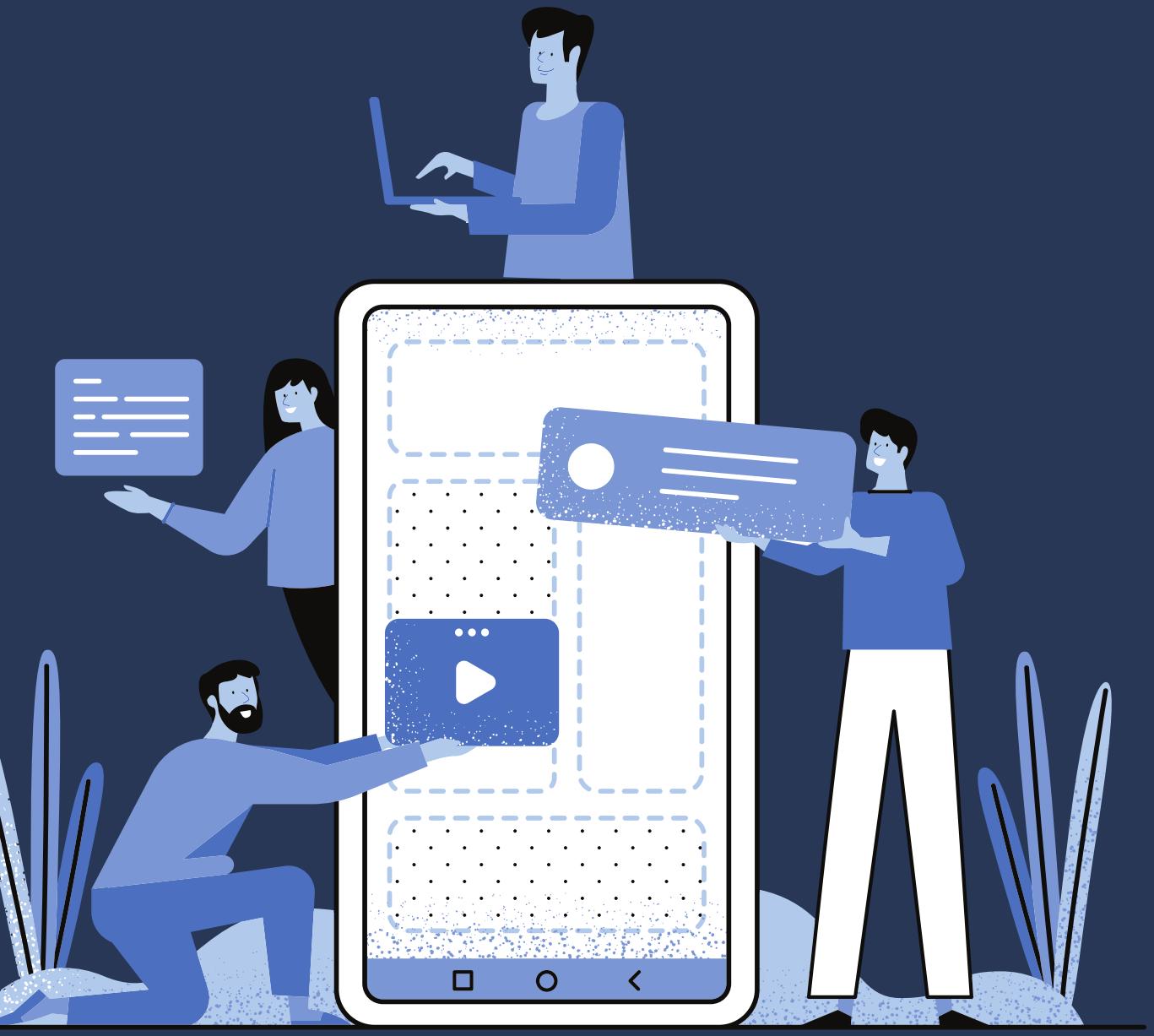
[https://www.figma.com/proto/tA2HSrPF3Ug9JGN7uvcap9/](https://www.figma.com/proto/tA2HSrPF3Ug9JGN7uvcap9/Hi-Fi-Prototype?node-id=2%3A2&scaling=scale-down&page-id=0%3A1&starting-point-node-id=2%3A2&show-proto-sidebar=1)
[Hi-Fi-Prototype?node-id=2%3A2&scaling=scale-down&page-id=0%3A1&starting-point-node-id=2%3A2&show-proto-sidebar=1](#)

TASK SEQUENCE IN ORDER TO COMPLETE OUR PRIMARY WORKFLOW ON OUR Hi-Fi PROTOTYPE:

1. User will first login by filling his email and password.
If the user doesn't have an account already he will sign up.
2. Then the user will be asked to verify his identity through the OTP sent to his AADHAR linked mobile number.

3. Then the user will be redirected to the home page which is the feeds page displaying the recent posts.

4. The user can click on 3 bars on the top left of the screen to see the detailed menu & see the variety of features available to them. For our task flow he clicks on the 'Track projects & their progress option'.



5. Here user can view any project he wants to see details of by filtering out project on the basis of Type of project, state and district. Details about the project and the percentage of completed work will be shown to the user.



6. User can go to more options to find options to complain against anything, help center to get support from our team and give feedback to our team so that we can improve upon our work.



Prototype Evaluation

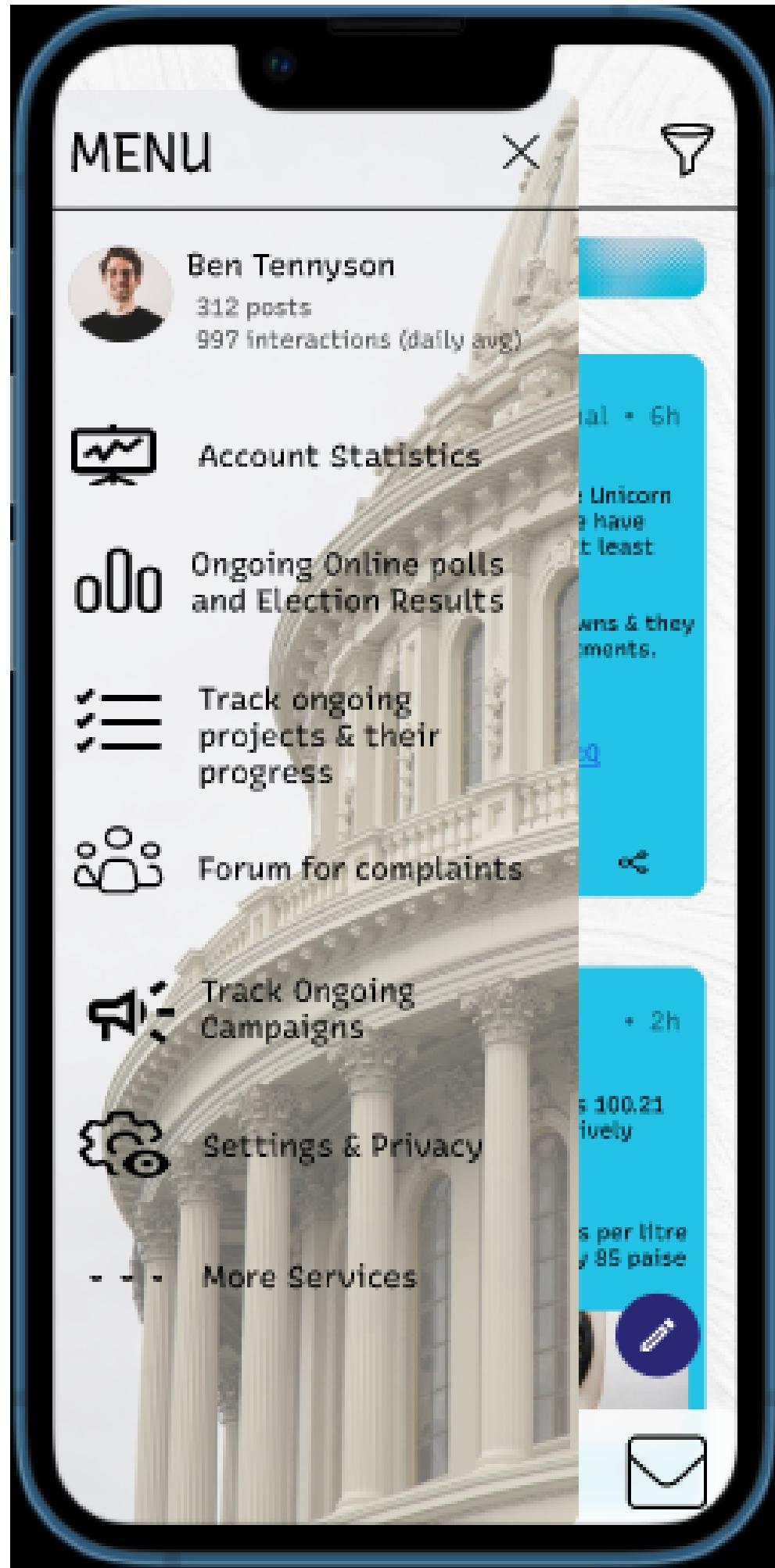


The very First UI "Login Page", after filling the essentials on the Welcome screen

- *Okayish, but the OTP style could be improved.*
- *No Need of scrolling*
- *Font could have been more professional*

It was a connection issue which is fixed now

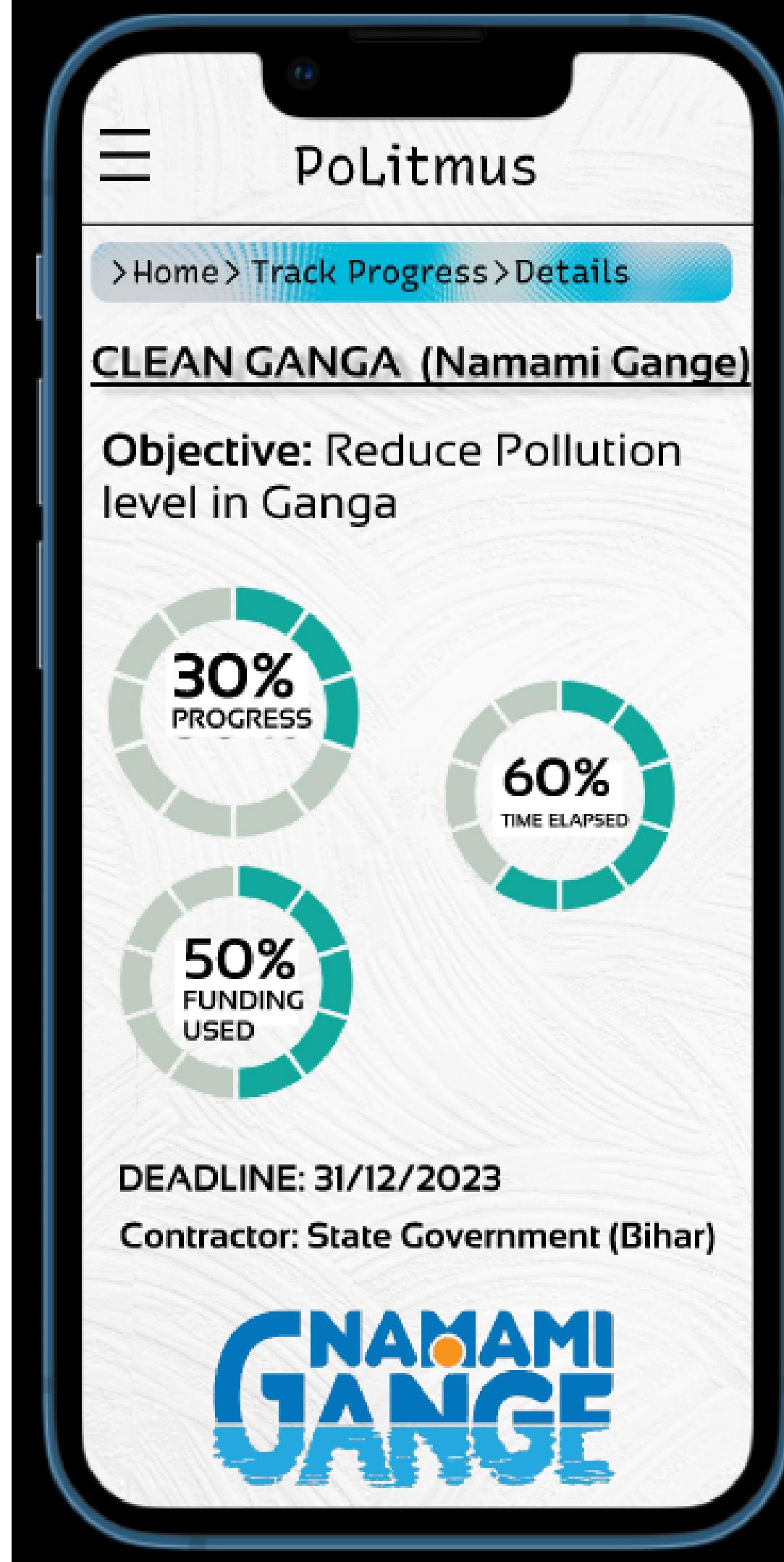
Our users' suggestions while evaluating have been settled up now.



This is the first glimpse of the Menu page after clicking on the Three lines thing present at the left corner

- *The user had to say that they found some text visibility issues.*
- *Very long headings.*
- *The user said that the text doesn't contrast well with the background.*

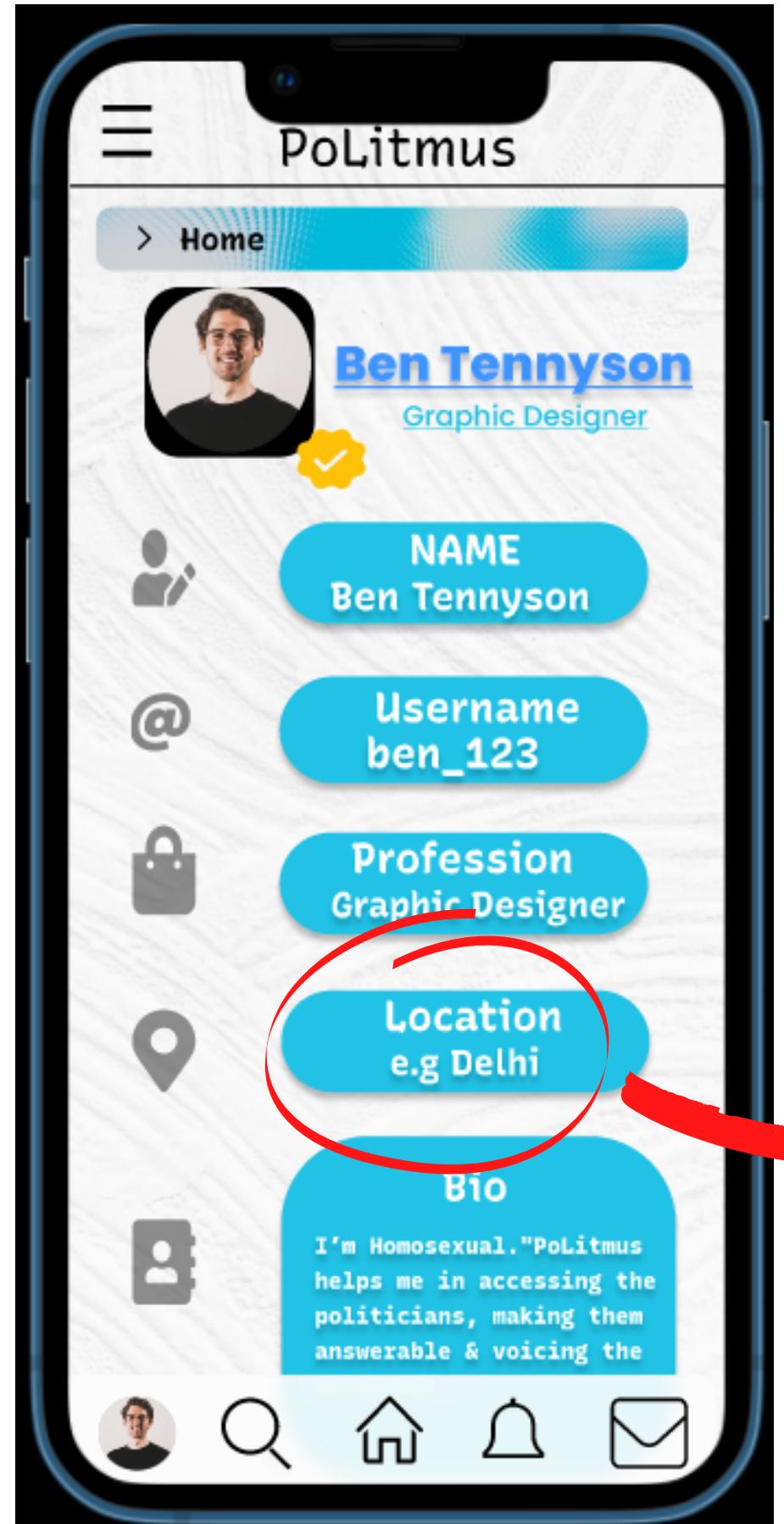
All the issues and suggestions reported by the users have been implemented in the final UI.



For this example, the user has clicked on "CleanGanga Project". The user is displayed certain statistics about the project. He is also shown the banner for the project.

A few users pointed out that the progress bars seemed too large and the text in them had a large font

The progress bars were made smaller in size and the font size of text inside them was also reduced.



After landing on the Menu page, when the user clicks on the "Account Statistics" named option, he'll meet the below UI.

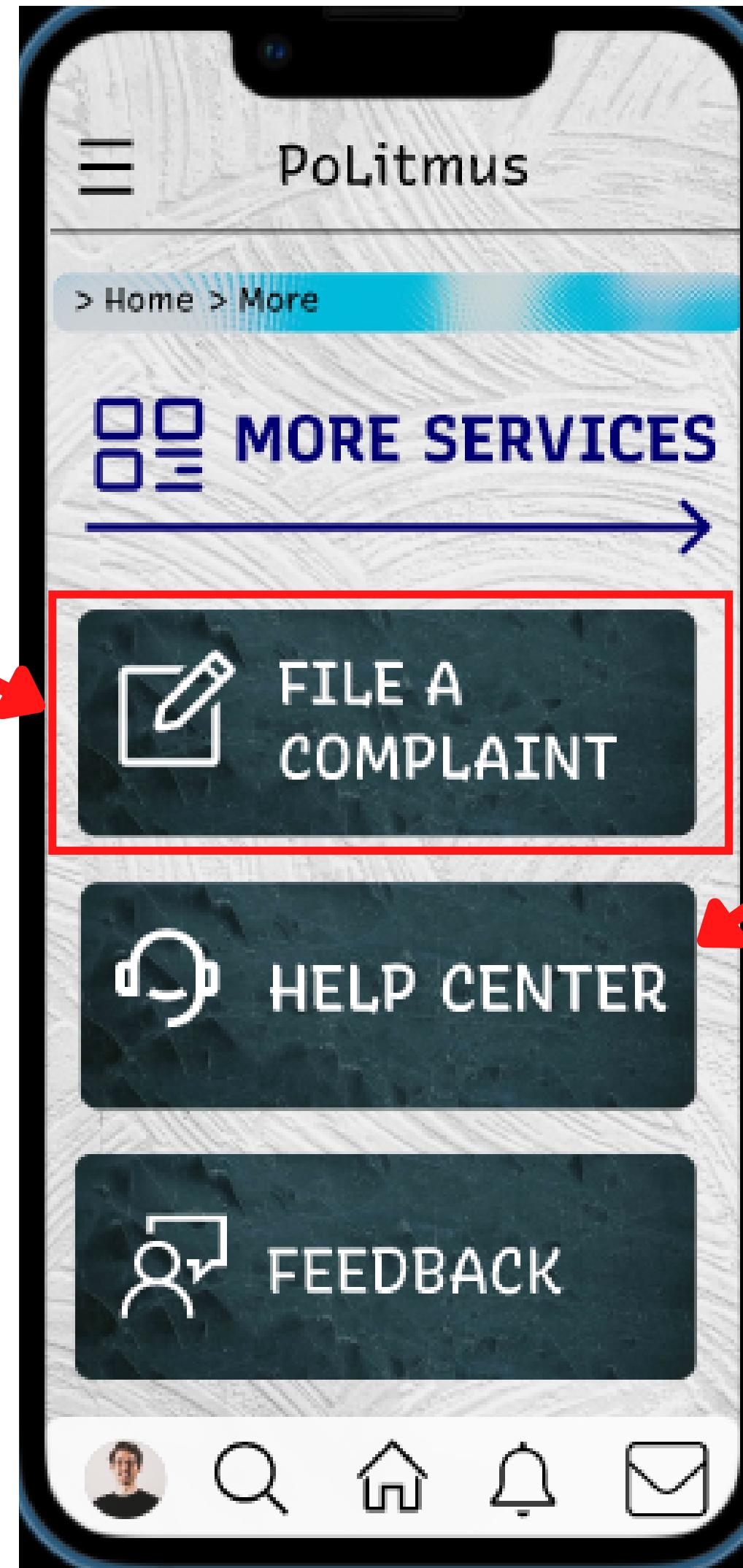
The user had reservations regarding asking for the Location in the app!

Providing Location totally depends on the user. But Asking for the location here in this app is to provide the maximum accurate position to the Leaders so that they may can work accurately and also quickly.

User can go to More services to find options for Complaint, Help and Feedback

This option can be included in the main menu also.

File a complaint option added in main menu



Help center option is not aligned properly between Feedback and Complaint option.

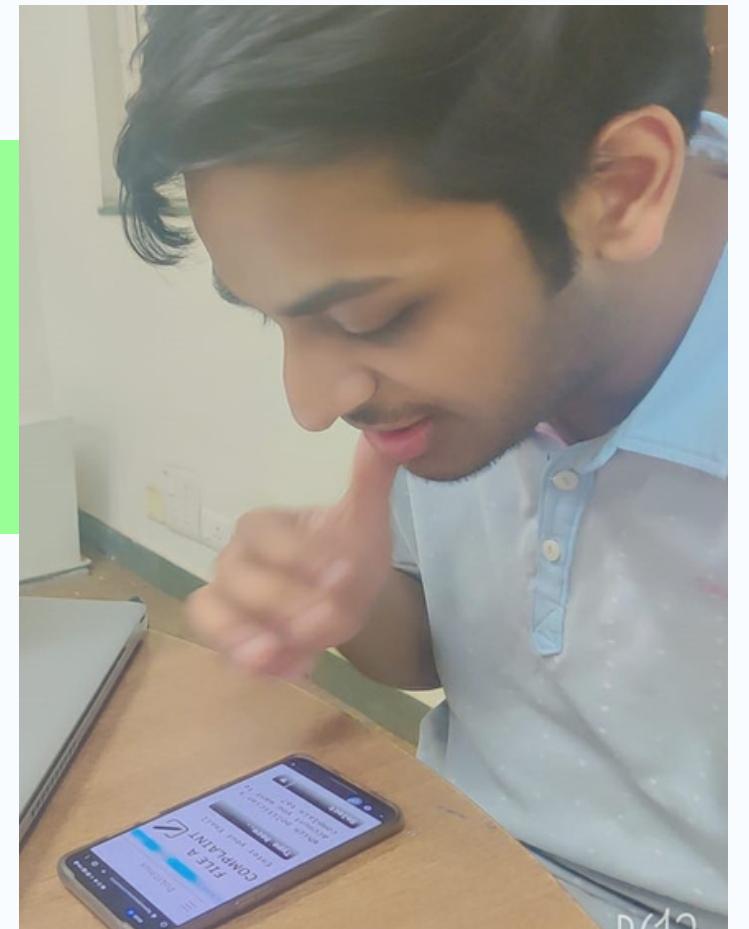
Help Center option aligned properly in the final UI

SUMMARY OF USER FEEDBACK

- Overall visual look and feel of the entire system was good, according to almost all users. Some users suggested some minor changes in font style and size.
- At some places we got to know that our prototype was a bit glitchy and we fixed on those areas.
- At some other instances users suggested changes in size of some particular buttons and proper alignment of them.
- Some users suggested a few extra functionalities in the app which we added or edited keeping in mind the purpose and goal of the app.
- All the users appreciated the idea of the app and claimed the need of such an app.

WHAT OUR USERS HAD TO SAY

"PoLitmus is like a missing link of direct communication between citizens and representatives."



"The application has a minimalist design. This gives an aesthetic element to the interface"



"The project seems like an excellent way to bridge the gap between the general public and politicians."

"PoLitmus can help people in keeping up-to-date with latest govt. policies & its actions, which is great"



THANK you:D

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