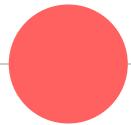


voting



cassandra moe, nebai hernandez,
ritika iyer, zakiya sheikh.

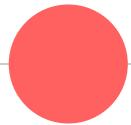


problem



problem statement

there is **low voter turnout** among young people (ages 18-24) in the United States in local and state elections, as many students attend out-of-state universities and are **unaware** of the absentee ballot process.



research

competitive analysis

Belgium

- Same-Day Elections

Sweden

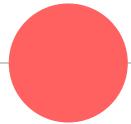
- Generous Voting Regulations

Canada

- Student-oriented campaigns

United States

- Automatic Voter Registration

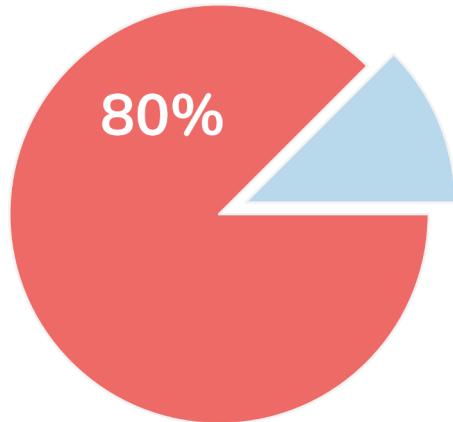


research

surveys + interviews



surveys



80% registered

20% unregistered

"I registered **as soon as I could**. My friends' and teachers' constant **harassment** was motivation to register."

- *Anonymous Interviewee*



surveys

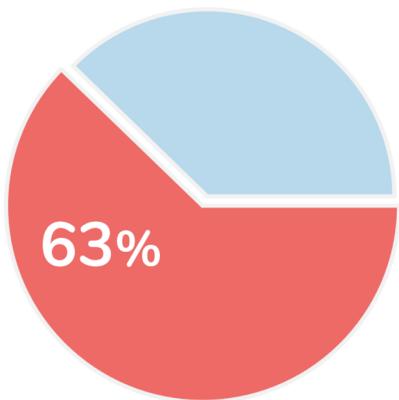
“No, I have not yet registered. I keep forgetting to do it since it is pretty inconvenient to register on my own but I know that eventually, I have to.”

- Lauren, 18, Massachusetts

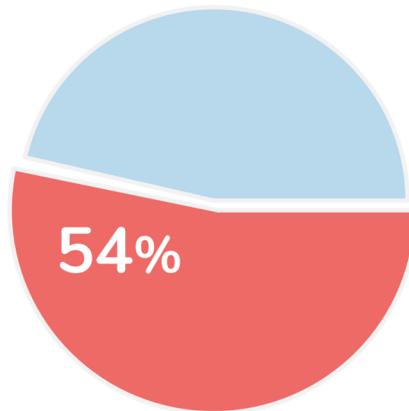
31.3% of unregistered students forgot to register



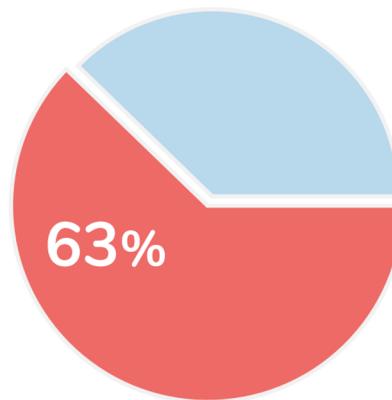
surveys: information touch points



university

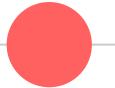


word of mouth



social media

word percentage based on number of respondents who agreed they received election information from the respective source

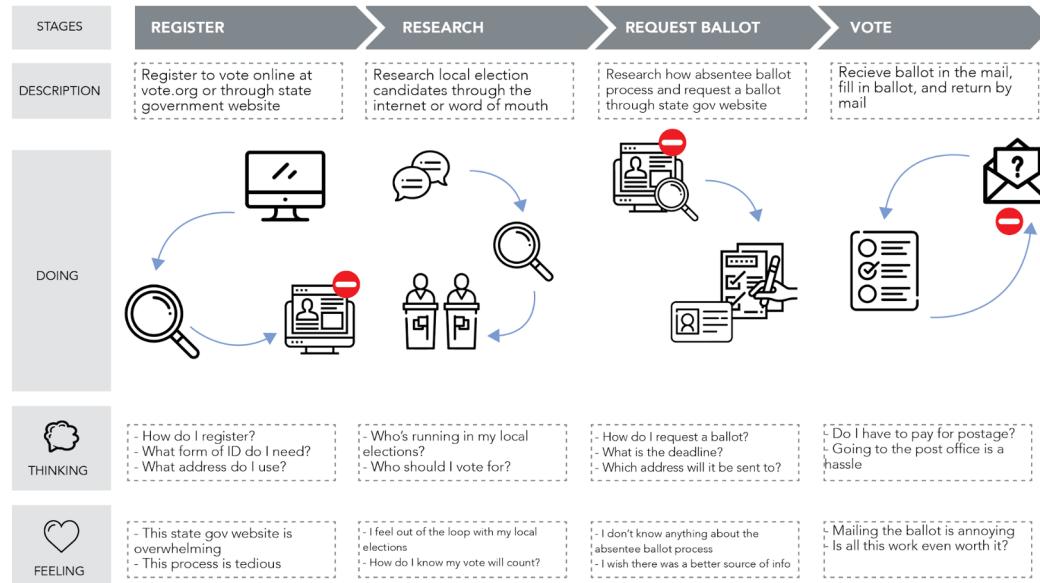


experience map



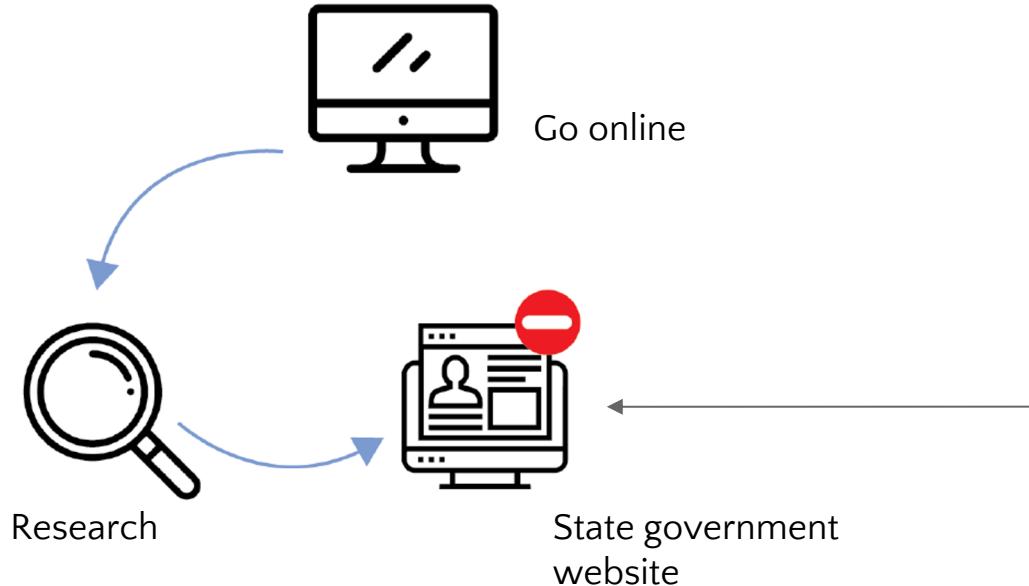
Addison's Out of State Voting Journey

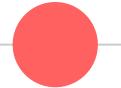
Addison is an 18 year old first year college student at Northeastern from Ohio. She is not registered to vote, but wants to vote in her state's local elections. She is trying to navigate the process on her own using the internet as a resource.



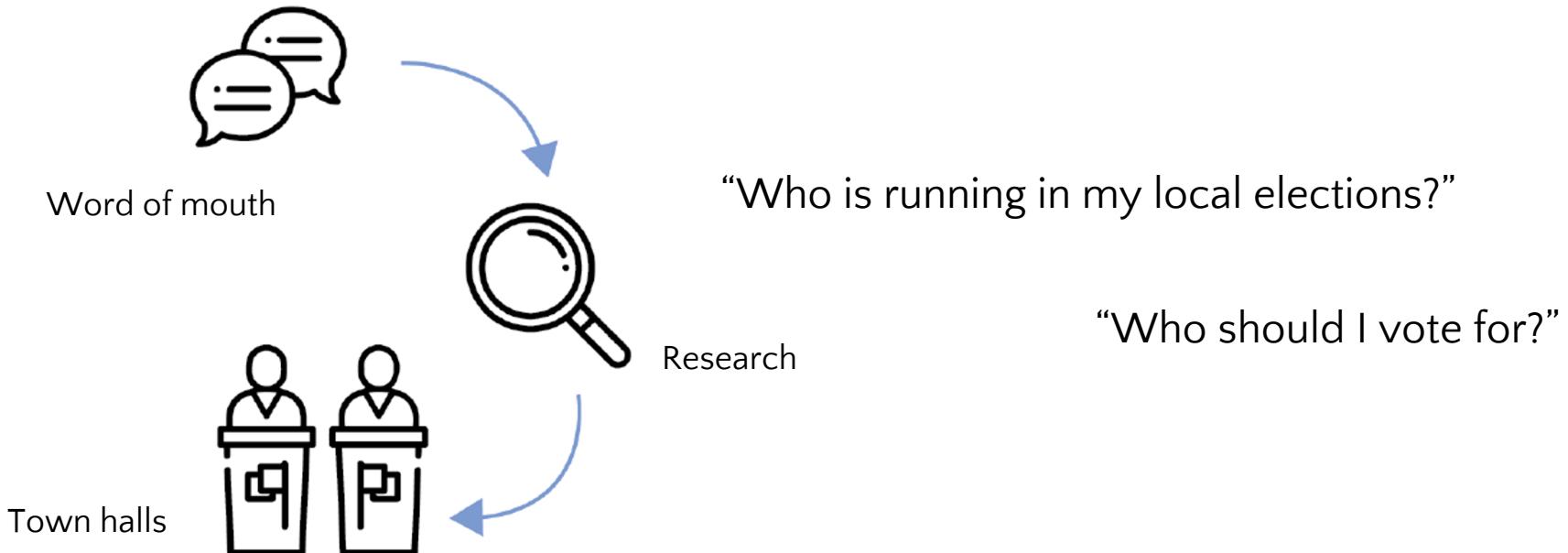


Step 1: Register

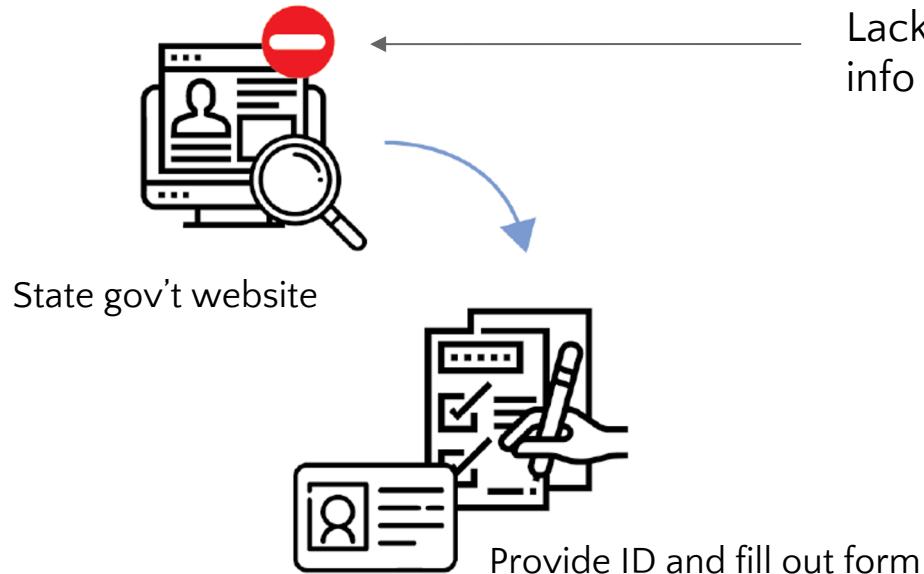




Step 2: Research



Step 3: Request Ballot

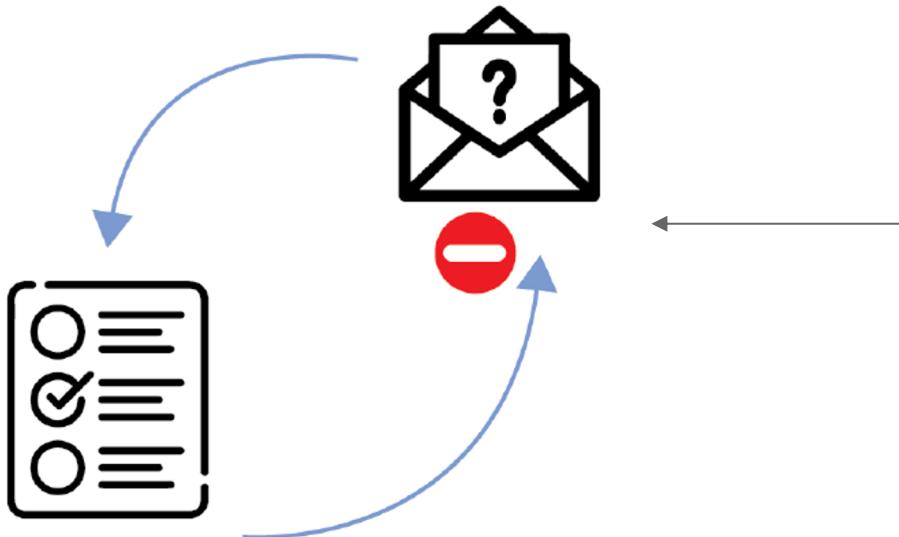


“I’m not aware of
absentee ballots,
actually.”

- Shreya, 18

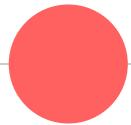


Step 4: Submit Ballot and Vote



"[Submitting a ballot]
is an inconvenience.
If it was more
convenient I would."

-Veronica, 23



usability testing #1

online surveys

- hierarchy
- relevancy
- simplicity

Decoding the Voting Process: Registration & More

NUVoters

Registering to Vote!

You can register to vote in the United States if:

- you are a United States citizen
- meet your state's residency requirements
- are 18 years old by Election Day

Register by Mail

1. Visit vote.gov
2. Print out your state's voting page.
3. Mail it out to the address listed on the page

Register in Person

1. Visit the Department of Licensing with appropriate identification
2. Complete necessary paperwork in person

Absentee Ballots

1. Visit vote.org and follow the steps to select your state and add in an address.
2. Print out your vote.org form, fill it out with the adequate information, and mail it to your state or county.
3. You can also call your state or county and ask them to change your seasonal address to your new address.
4. You'll receive your absentee ballot at the new address you provided! Good luck and have fun voting!

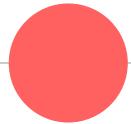
Resources



This QR code will take you to the official vote.gov website where you can find your state's voter registration form!

Contact Us

Instagram: @NUVoters
Snapchat: @NUVoters
NUVoters.com
617.373.VOTE



solution

our intervention



our solutions

physical intervention
booths on campus

design intervention
infographics, stickers

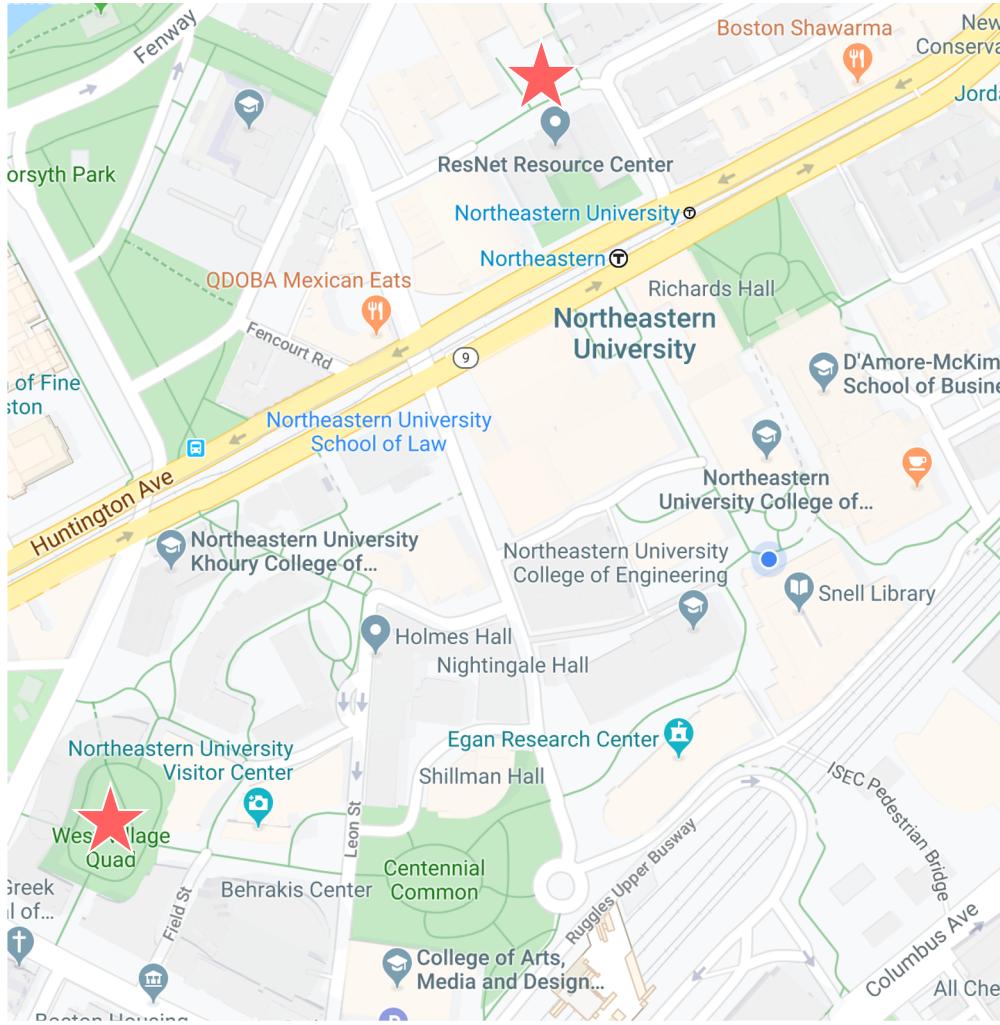
online intervention
periodic emails



physical intervention







online intervention

New Jersey State Council Election! 

NEUVoters
to me ▾

Cassandra-

Happy Election Season!

We hope you voted during the New Jersey State Council Election! This year, we had a total of 6 million local voters New Jersey who contributed to our state election. This record-breaking number is only possible because of the 400,000 absentee ballots sent in!

NEUVoters would request that you take a few seconds of your time to answer an anonymous survey for our statistical purposes. Thanks for being a member of NEUVoters!

Did you register through NEUVoters?

a. Yes
b. No

Did you vote in the New Jersey State Council Election?

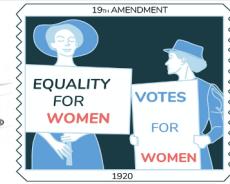
a. Yes
b. No

Thanks for your participation and we'll see you at our next booth in **Speare and Stetson East Quad** on **April 3rd, 2020**.

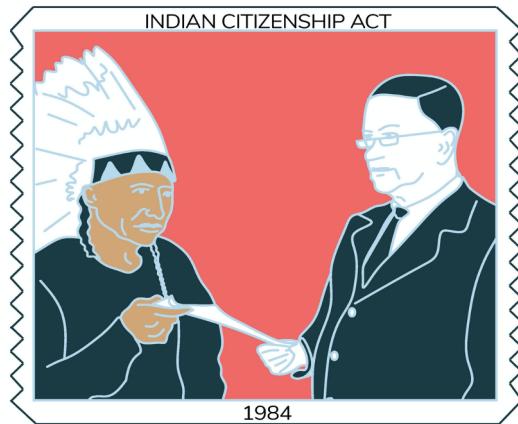
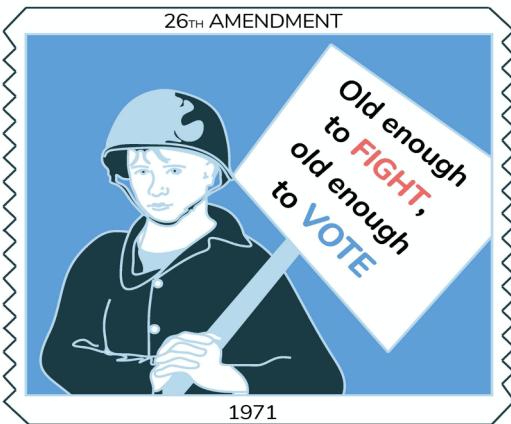
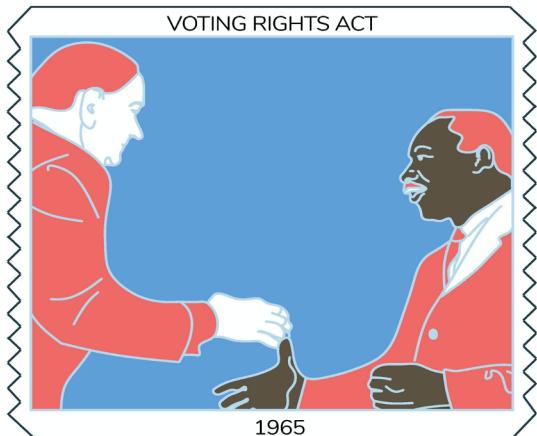
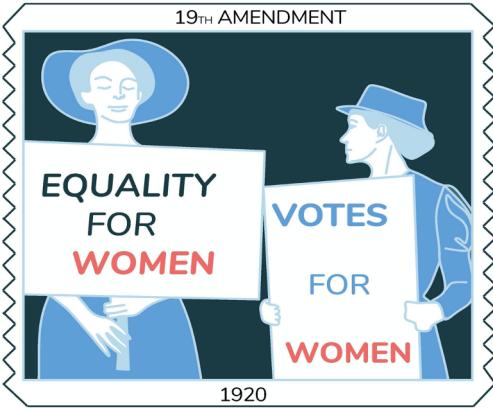
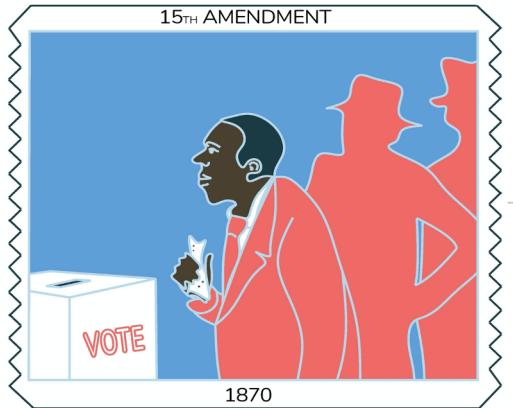
- Your friends at NEUVoters

 Reply  Forward

design intervention



Your Local Mail-in-Address Here



How To: Vote Out of State!

1 Go to Vote.org

Click *Get Your Absentee Ballot* and follow the instructions to get your state's absentee ballot request form

An absentee ballot will allow you to vote in the election by mail, rather than having to go to a polling location in person

2 Send the Form Back Home

Print and fill out the request form

Mail it to your county 

3 Vote in the Election

You can make a difference! Make your voice heard at home

 @NEUVoters NEUVoters.com
 @NEUVoters 617.373.VOTE

 Scan this QR code to go directly to vote.org!

How To: Register to Vote!

1 Ensure You Are Eligible

- Are you an American Citizen?
- Do you meet your states residency requirements?
- Will you be 18-years-old by Election Day?

You can register to vote in the United States!

2 Fill Out Your State's Application

By Mail 

Go to vote.gov
Print and fill out the necessary paperwork
Drop off your application at the nearest post office

Online 

Go to vote.gov
If available, fill out your state's online application
Submit the completed form

OR

3 Vote in the Next Election!

 @NEUVoters NEUVoters.com
 @NEUVoters 617.373.VOTE

 Scan this QR code to go directly to vote.gov!



thank you!

“