



Says
What have we heard them say?
What can we imagine them saying?



Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Speed up
the voting
process

Designed to
accommodate
people with
disabilities

Minimize
errors
associated
with manual
vote counting

Allows people
to vote from
remote
locations

Potentially
reduce the
cost&quicker
announcement
of election
results

Reduce the
need for
printed
ballots



Persona's name
Short summary of
the persona

Gather feedback
from election
officials,voters
and stakeholders

concern about
cybersecurity,data
privacy

Design the
system
architecture
including
hardware &
software

Implement
security
protocols
including
encryption

It offers the
potential for
increased
efficiency and
convenience

It can
streamline
counting and
reduce human
errors



Does
What behavior have we observed?
What can we imagine them doing?



Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?