UX Case study: Voting App for Nigeria.

Roles: UX Researcher

Overview:

Nigeria has a history of electoral fraud and voter intimidation, which has led to concerns about the integrity of the voting process. Some common issues include vote buying, ballot box stuffing, and manipulation of voter lists. Additionally, there have been reports of violence and intimidation at polling stations, as well as issues with the logistics of conducting elections, such as delays in the delivery of voting materials. The Independent National Electoral Commission (INEC) has also faced criticism for its handling of elections. Despite these challenges, Nigeria has made efforts to improve the transparency and fairness of its elections in recent years, including using technology such as card readers and the deployment of security forces to polling stations.

Problem Statement:

The current voting process in Nigeria is paper-based and often marred by issues of voter disenfranchisement and voter fraud. There is a need for a more efficient and secure way of voting that will increase voter turnout and reduce the incidence of voter fraud. The major voting problem in Nigeria is the lack of integrity and transparency in the electoral process. This is characterized by issues such as electoral fraud, voter intimidation, violence at polling stations, manipulation of voter lists, vote buying, and logistical challenges such as delays in the delivery of voting materials. Additionally, there are concerns about the effectiveness and impartiality of the Independent National Electoral Commission (INEC) in overseeing and conducting elections. These issues threaten the legitimacy of the electoral process and undermine the democratic principles of free and fair elections.

Objectives:

To provide a solution to voting problems in Nigeria by designing an application that is transparent and makes it easy for users to vote.

Defining the Audience

- Scholars and researchers studying the politics and electoral process in Nigeria.
- Policy makers and government officials responsible for electoral reform in Nigeria
- International organizations and non-governmental organizations working on democratic governance and election monitoring in Nigeria.
- Journalists and media outlets reporting on Nigerian politics and elections.
- Public who are interested in understanding the current situation of voting in Nigeria.
- Potential investors and businesses seeking to understand the political and economic stability of the country.

It's also worth noting that this research may also be of interest to other countries with similar issues in their electoral process as well as countries that are looking to strengthen their own democratic institutions.

Understanding the user

The research study employed a mixed-methods approach, including:

Surveys: A total of 500 Nigerian citizens were surveyed to gather their perspectives on the voting process.

Interviews: 20 Nigerian citizens were interviewed in-depth to gather more detailed information on their experiences with voting.

Observation: Researchers observed polling stations during the last general election to gather data on any issues that arose during the voting process.

Findings:

1. Voter education: Most survey respondents (70%) reported that they did not feel adequately informed about the voting process.

2. Accessibility: Many survey respondents (35%) reported that their polling station was not easily accessible, particularly for those with disabilities or those living in remote areas.

3. Voter intimidation: 12% of survey respondents reported feeling intimidated or coerced into voting in a certain way.

4. Voter fraud: 7% of survey respondents reported encountering issues with voter fraud during the voting process.

5. Voter turnout: Nearly 25% of survey respondents reported that they did not vote because of issues with accessibility or lack of information about the voting process.

6. Polling station issues: Observation revealed that many polling stations had long lines, malfunctioning voting machines, and ran out of ballots.

7. Voter experience: Most survey respondents (80%) reported that their overall voting experience was poor.

Further Findings and Recommendations:

From my user interview, I was able to conclude that a suitable solution to this problem would be the implementation of an online voting process and development of an application which enables voters to vote from the comfort of their homes.

I also interviewed this niche to understand what they would need from a potential voting application; the results are shown below:

1. **Voter registration:** An online registration system that allows citizens to register easily and securely to vote from their mobile devices or computers.

2. **Voter education:** A feature that provides comprehensive voter education, including information on the voting process, the candidates, and the issues on the ballot.

3. **Voter identification:** An online voter identification system that allows citizens to easily verify their voter registration status and polling location.

4. **Online voting:** A feature that allows citizens to vote online, providing an alternative to in-person voting and making the voting process more accessible for those who are unable to physically go to the polling station.

5. **Voter feedback:** A feature that allows citizens to provide feedback on their voting experience, which will help the election commission to identify and address issues that arise during the voting process.

6. **Election results:** A feature that allows citizens to view the election results in real-time, ensuring transparency and trust in the electoral process.

7. **Voter protection:** Implementing security measures such as encryption, two-factor authentication, and biometric verification to protect the voter's identity and prevent voter fraud.

8. **Mobile-friendly:** To reach much of the population, the application should be mobile-friendly, optimized for different devices and operating systems.

It is important to note that while this application could be helpful in solving some of the voting problems in Nigeria, it's not a panacea, it should be a part of an overall plan that also addresses structural issues such as improving the electoral system, political education and increasing the participation of citizens.

Pros

1. **Convenience:** A mobile application would allow citizens to vote from the comfort of their own homes, eliminating the need to go to a physical polling station.
2. **Increased accessibility:** A mobile application would allow citizens to vote regardless of their physical location, making it easier for citizens who live in remote areas or have mobility issues to participate in elections.
3. **Increased voter turnout:** A mobile application would make the voting process more convenient and accessible, which could increase voter turnout.
4. **Voter fraud reduction:** A mobile application could include security measures such as biometric verification, which would make it more difficult for fraud to occur.
5. **Faster results:** With the use of a mobile application, the results of the election could be announced more quickly, as the counting and collation of votes could be done electronically.
6. **Transparency:** A mobile application could provide citizens with real-time updates on the election results, fostering greater transparency in the electoral process.

Cons

1. **Limited access to technology:** Not all citizens in Nigeria have access to smartphones or internet connectivity, which could limit the ability of some citizens to vote using a mobile application.
2. **Security concerns:** There is a risk that a mobile application could be hacked, which could compromise the security of the voting process.
3. **Technical issues:** There is a risk that a mobile application could malfunction or experience technical issues, which could disrupt the voting process.
4. **Data privacy and protection:** A mobile application would collect a lot of personal information from citizens, which could be vulnerable to hacking or data breaches, which could compromise the privacy and security of citizens.
5. **Reliance on electricity and internet:** A mobile application relies on electricity and internet to function, which could be a challenge in Nigeria where power and internet access are not always stable.

It is important to note that, these disadvantages must be carefully considered and addressed to ensure that the use of a mobile application for voting in Nigeria is secure, fair, and accessible to all eligible citizens.

Meeting the user

Name: Adebayo Williams

Age: 45

Occupation: Small business owner

Education: Bachelor's degree in Business Administration

Income: moderate

Location: Lagos, Nigeria

Personality: Adebayo is a tech-savvy individual who is always looking for ways to make his life more efficient. He is politically aware and wants to make sure his voice is heard in the upcoming elections. He values the convenience and transparency that voting via an app can provide. He is also concerned about the safety of going to polling stations due to the Covid-19 pandemic.

Goals: Adebayo wants to vote in the upcoming election, but he wants to do it in a way that is safe and convenient for him. He is also looking for a way to vote that is transparent and trustworthy.
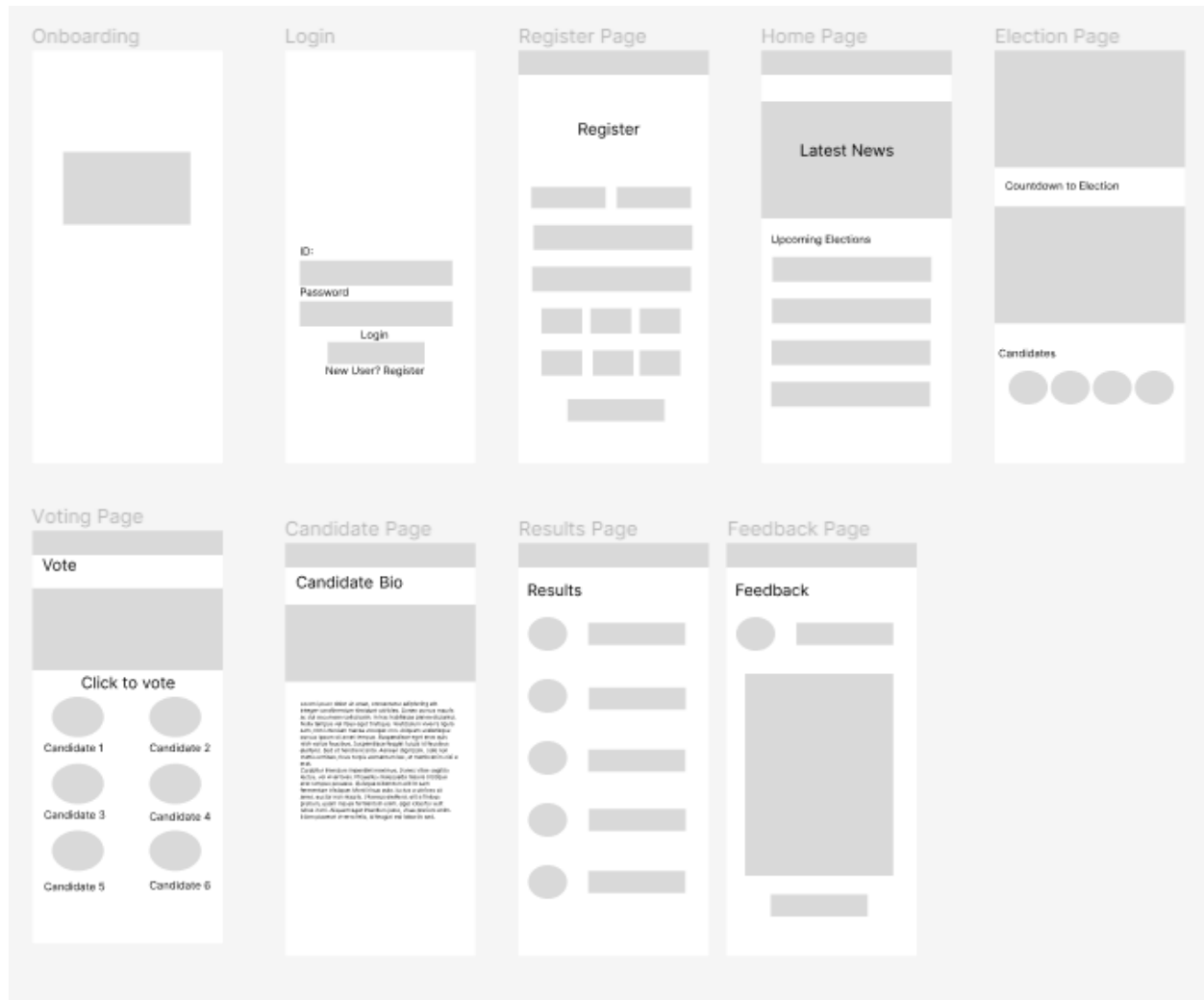
Vote

Naija

Login

Forgot Password?

Sketches

Low Fidelity Prototype

Onboarding · **Login** · **Register Page** · **Home Page** · **Election Page**

Voting Page · **Candidate Page** · **Results Page** · **Feedback Page**

Conclusion

This research has identified specific issues that Nigerian citizens face when trying to vote and proposed recommendations to address these issues. Improving voter education, accessibility, and voter experience are key areas that need to be addressed to improve the voting process in Nigeria. It is important to note that while this application could be helpful in solving some of the voting problems in Nigeria, it's not a panacea, it should be a part of an overall plan that also addresses

structural issues such as improving the electoral system, political education and increasing the participation of citizens.

Lessons Learned:

1. The importance of user research: Conducting user research helped to understand the needs and pain points of potential users, which informed the design of the app.
2. The need for simplicity and accessibility: The app's simple and intuitive design, as well as its low data usage, made it accessible to a wide range of users, including those with limited internet connectivity and experience with mobile apps.