

VERSION 2.0

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OVERVIEW

There is a hole in the political market in the US for information. There is increased apathy about voting from younger generations. There is misinformation and instances of voter suppression by some state governments. It is also very hard to find information about voting, politicians and their records easily and without copious amounts of research on the internet.

There is also a lack of news which tries to be non-partisan and impartial. There is also a threat of purposeful misinformation by outside states who wish to do the US harm. The only way to combat this type of information is to make the truth easier to find.

While there is no such thing as completely objective reporting as even the choice of story will reflect the journalist's point of view, this project hopes to provide a trustworthy service which focuses on verifiable sourced information with which the public can use to make decisions about voting.

PROJECT SIGNIFICANCE

THE PROBLEM

The idea for this project came from searching the internet and finding very little information that was easy to go through and understand without looking at tons of citations and extra links. There was no single website a user could go to to find the basic information they need to vote. Were voters could learn about the candidates and people in office in their federal state and local districts all at once, find when voting dates were and for what office we were voting for.

Recent research from a Gallup poll shows apathetic voters think their vote cannot affect major change in politics and the partisan nature of politics in the last decade has turned off many independent voters. An article published in The Washington Post, states Millennials and other younger generations are overwhelmingly less likely to vote than older generations; usually due to a feeling of not being heard or archaic voting processes.

THE SOLUTION

There is no solution that will work a hundred percent of the time, but there are things that help. In that same Washington post article, it states that states with updated voting systems lead to increased voting from millennials. As well as politicians who speak to their issues.

This is interesting because the information to help voter turnout is there. The distribution of that information is awful however. The age of computers means the public expects info in a very different way than ever before, and if the information they are getting is incorrect it has a large impact on who is elected.

The project will aim to give correct information in an enticing format and let users decide their choice. The project also will give information about what effects voter turnout and which states are hurting this process and which are helping it. Giving voters a chance to get the information and demand the changes they want.

THE CUSTOMER

The Customer or user for this project would be all potential voters who can browse the web. Web users who are semi involved in politics already, maybe through social media interaction or watching news sources. They may be younger people or independents, those who are most apathetic about voting and searching for information about voting dates and elections.

These users would be open to receiving automatic updates over social media or email. They want the information to be given to them, not to have to go search for it for hours or days. They want voting to be easier and they want a chance to vote for people they know information about.

PROJECT DESCRIPTION

The project will be a webpage which supplies information to the user. The information will be concise to the point and straightforward. The website will focus of this information and be easy to navigate. Providing the information the user needs will be the main focus. The user should be able to find information quickly and easily without hoops to jump through.

INCLUDED INFORMATION

Information will be provided in four broad categories:

1. **Election Dates**
2. **Politician information – in office/ up for election**
3. **Financing in politics**
4. **“Talking points”**

Election dates and politician information will both have categories at the Federal, State, and local government level. There will be contact info for politicians as well.

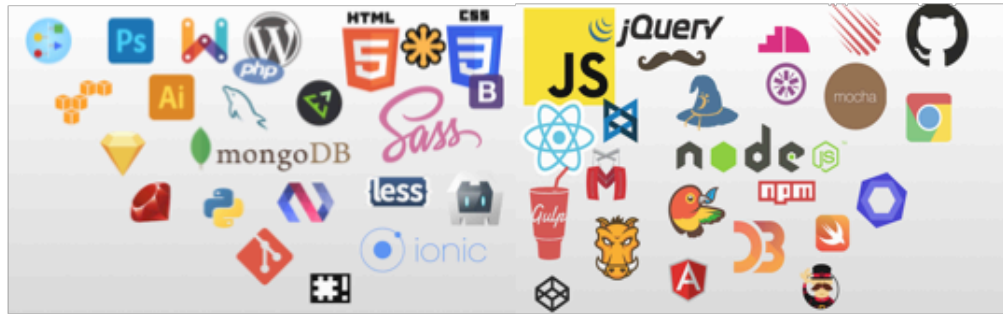
Talking points will be organized as such:

THINGS THAT DIRECTLY AFFECT POLITICAL ELECTIONS	DOMESTIC CAMPAIGN ISSUES
<ul style="list-style-type: none"> • Gerrymandering • Campaign financing • Lobbying • Term Limits • Lowering the Voting age • Voter Suppression 	<ul style="list-style-type: none"> • Education • Healthcare • Minimum Wage • Taxes • Climate change • Abortion and birth control • Gun laws • Religion /Separation of C & S • Net Neutrality • Science and innovation for the future & The war on science

Included are some example talking points in the domestic campaign issues categories. These are changeable with each election and popular opinion. They are researched as some of the most popular issues today by using ISIDEWITH.COM, a polling site unaffiliated with any sources of bias, which polls people in the US about their views and tallies the data.

The things that directly affect political elections are long term issues which negatively affect voting outcomes or votes in general. These are issues voters should know about so they are fully informed when they go to the polls.

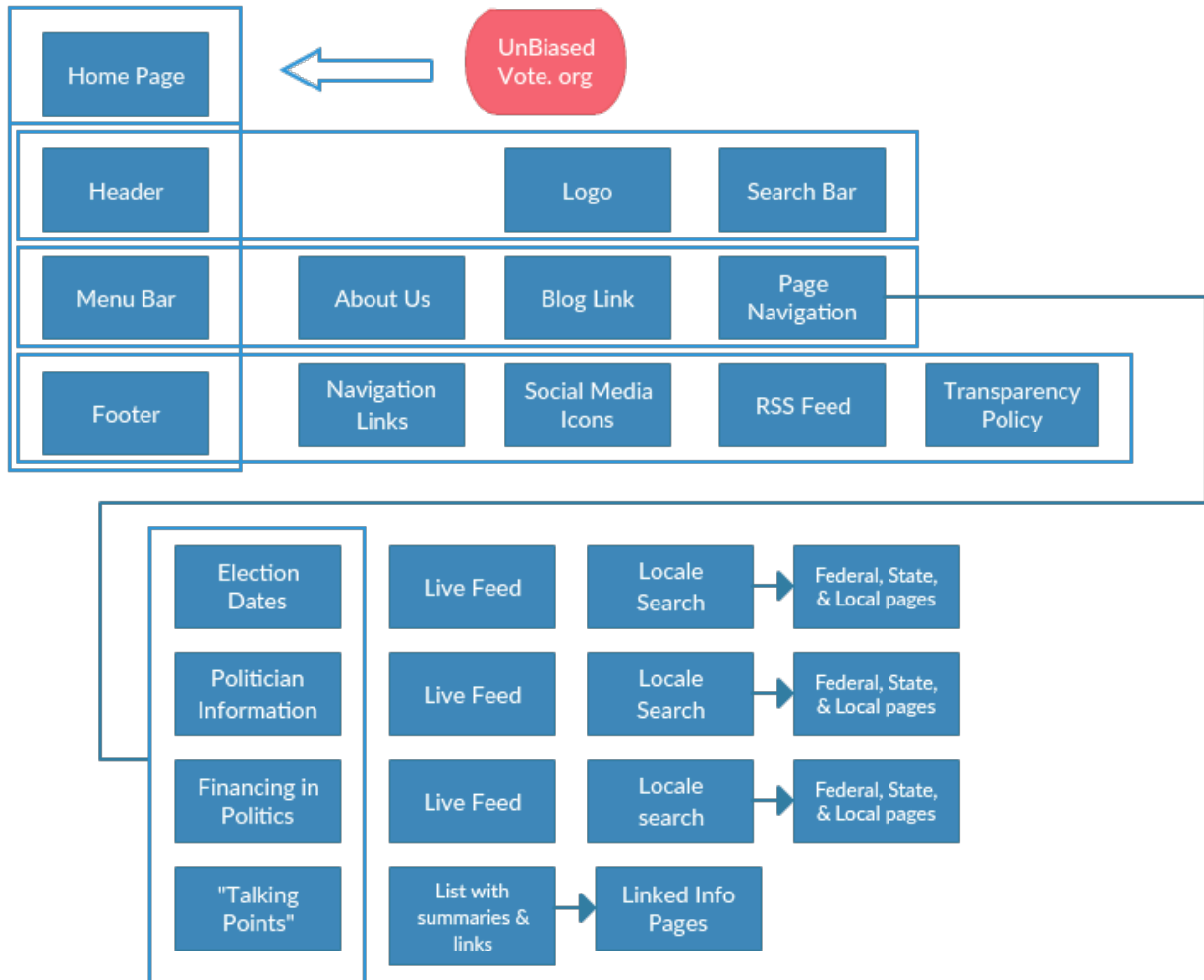
The page for financing in politics, should be easily readable and understood. It will include campaign financing and lobbying funding, and will look something like the following image. These images are logos of popular web development products and have nothing to do with politics, and are being used as placeholders.



For each politician a landing page will be a display of the logos of companies they have received funding from. A more in depth assessment will be underneath.

PAGE BREAKDOWN

Below is a website navigation breakdown.



Included is a contact us page which will be used to include highly requested subjects etc.

PROJECT INFRASTRUCTURE

PROJECT SCOPE

The current goal is a mock up wireframe of the site. This would sort out how exactly the site would function and how users would navigate the site. The back end planning, with a full stack engineer. This includes which APIs would be utilized and how; if there will be databases for user information; the overall site framework for reliability and speed.

After this part of the project is accomplished the site would need to be built, proven to work and user tested. Social media and other accounts would be created and word would be spread about the project to increase user traffic.

The final step would be to drum up enough support that it would be feasible to build phone apps for the project, to be downloadable for use by voters.

TECHNOLOGY NEEDS

The technology needed is information and distribution of that information. The Web a Website and APIs are needed to integrate voting and civic data into the site. It is extremely lucky that there are a lot of sources for these:

Source	API Link
Google Civic Information API	https://developers.google.com/civic-information/
U.S. Vote Foundation Civic Data API Services	https://www.usvotefoundation.org/Civic-Data-API
DATA.GOV's civic data API	https://www.data.gov/developers/apis

Email, and social media sites to send out alerts and advertise the site to the public are also necessary. At the moment, technology needs are Adobe Illustrator or a UI kit such as UIKit an open source software from MIT.

The biggest technology need in the future will be the initial build, and updates when voting info needs to be updated and candidates or talking points change.

PERSONEL NEEDS

For this phase of the project, a wireframe will be created. Funding needs to be found for a designer to do this, as well as a marketing person to do research and get the contact info of individuals, groups, foundations, and corporations who are looking to donate to civic projects such as this. Lastly the project will need a full stack engineer to help parse out the backend and help to lay the groundwork for a website which is has the lightest possible framework for a fast and efficient site.

MARKETING AND FUNDING

Once a fully realized wireframe is created, a website will need to be built, and in future IOS and Android apps created. To accomplish these goals and get users interested, sources of funding and marketing must be identified.

FUNDING

The goal of the project is to be a non-profit which will provide information in return for public donations. A donation banner will be used to ask from private citizen donations such as this one from procon.org:

HAVE YOU EVER LOST A BET?

Every year, we bet on the financial support of our users. Your donation today is a win for us. It keeps ProCon.org thriving as a free, public service. It helps us compete against the millions of dollars being poured into misinformation campaigns about critical issues. **Your tax-deductible contribution helps us to thoroughly research the pro and con facts and perspectives about topics you care about.** Please give. Thank you for your donation today and HAPPY HOLIDAYS!

SUPPORT PROCON.ORG

☒ One-time
 ☐ Monthly

☐ \$10
 ☐ \$25
 ☐ \$50

☐ \$100
 ☐ \$200
 ☐ \$

Other sources of funding will likely be Grants and donations from groups already funding other not for profit sites such as these. Support for projects like opensecrets.org, usvotefoundation.org, and procon.org come from various charitable giving by corporations and foundations. Through outreach UNBIASEDVOTE.org may get some of the financial backing it needs from these sources.

Another source of income as well as exposure may be from crowdfunding sites such as Seed Invest, Nonprofit Finance Fund, and Kickstarter.

MARKETING

Marketing will be through sites which younger generations of voters, who are the most apathetic use today. Below is a list:

- [Imgur](#)
- [Instagram](#)
- [Facebook](#)
- [Reddit](#)
- [Buzzfeed](#)
- [Twitter](#)

These sites are visited consistently by younger generations and hopefully can be used to reach out to users and bring them to the site. These sites are free to use and can be used constantly to provide constant outreach to those that might use the site.

PROJECT BUDGET

The total cost of this initial phase of the project is \$6,000. This includes wire framing the complete webpage and consultation with full stack developers for project feasibility.

TASK	HOURS	COST	TOTAL	DELIVERABLES
Creating the wireframe	30	60/hr	1200	The website wireframe
Consulting with Full stack developer	20	80-100/hr	2000	Feasibility study of the background architecture of the website
Marketing and funding research	20	50/hr	1000	Contact information of benefactors likely to support the project/ social media/ Crowdsourcing
Expenses	-	-	800	Entertaining of those who are hired/ would like to help

PROJECT TIMELINE

TASK	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6
Creating the wireframe						
Consulting with Full stack developer						
Marketing and funding research						

FUTURE SUCCESS

Future success looks like a fully functioning Website. After that integrated Android and IOS Apps for phone which users can download. As well as having significant foot traffic to the site and significant downloads of the applications.

Ultimate success would be impacting voters and helping them get to information they otherwise wouldn't spend their time looking for or don't know how to get to.

PROJECT GOALS

The question remains, why voting in the US seems so unappealing at a time when the news media cant get enough of politics. If the last election showed us anything it is that almost anyone with the right amount of support can win a presidency. And grassroots movements are gaining traction where they once had none. Apathetic voters who have lost hope in the system today or voters who aren't getting the information they need, need help in voting in the US.

What about smaller offices? People should know about these. And they should be inspired to vote for candidates they see fit, not just one of the two party media approved ones. The internet is a powerful tool we should use, to help have fair elections.

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