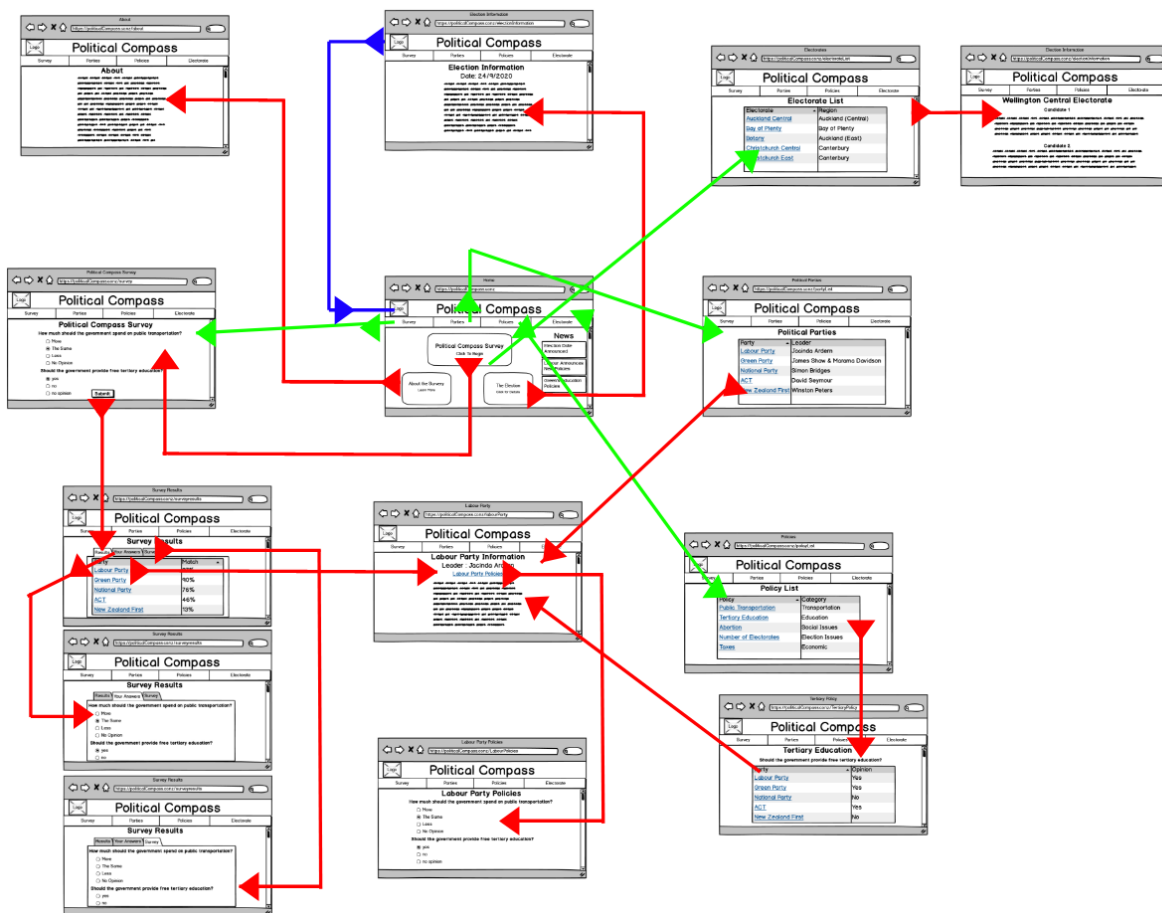


Storyboard



This diagram shows how you can move between the pages. Not all the options are on this diagram because there are ones that are very similar and would be duplicates. For example, all the pages have the same navigation bar so the buttons lead to the same pages. If there were arrows from all of them to the pages that they go to, then there would be arrows everywhere and the diagram would be unreadable. It is the same for the logo in the top left corner as all the pages have it in the corner and it leads home.

There is one blue arrow. This is used show where the logo leads to if the user was to press it. It would be the same if it was shown if it was to come from all the pages. There are four green arrows which are used to show where the buttons from the navigation bar lead to. The left button on the navigation bar leads the user to the beginning of the survey. The second button leads to the list of all the parties. The third buttons leads to the list of all the policies and the final button leads to the list of electorates. If there were to be arrows from all the pages for the navigation bar, it would be the same across all the pages for consistency.

There are a number of other arrows from the home page. There is a button to start the survey that leads to the beginning of the survey. There is an about button that leads to the about page and an Election button that leads to the page providing election information. From the survey page, there is one arrow which leads to the survey results once the user has completed the survey. On the survey results there are a couple of arrows. The page has a three tab bar and when the user first lands on the page, they land on the first of the three tabs. Therefore, there is an arrow to the second table

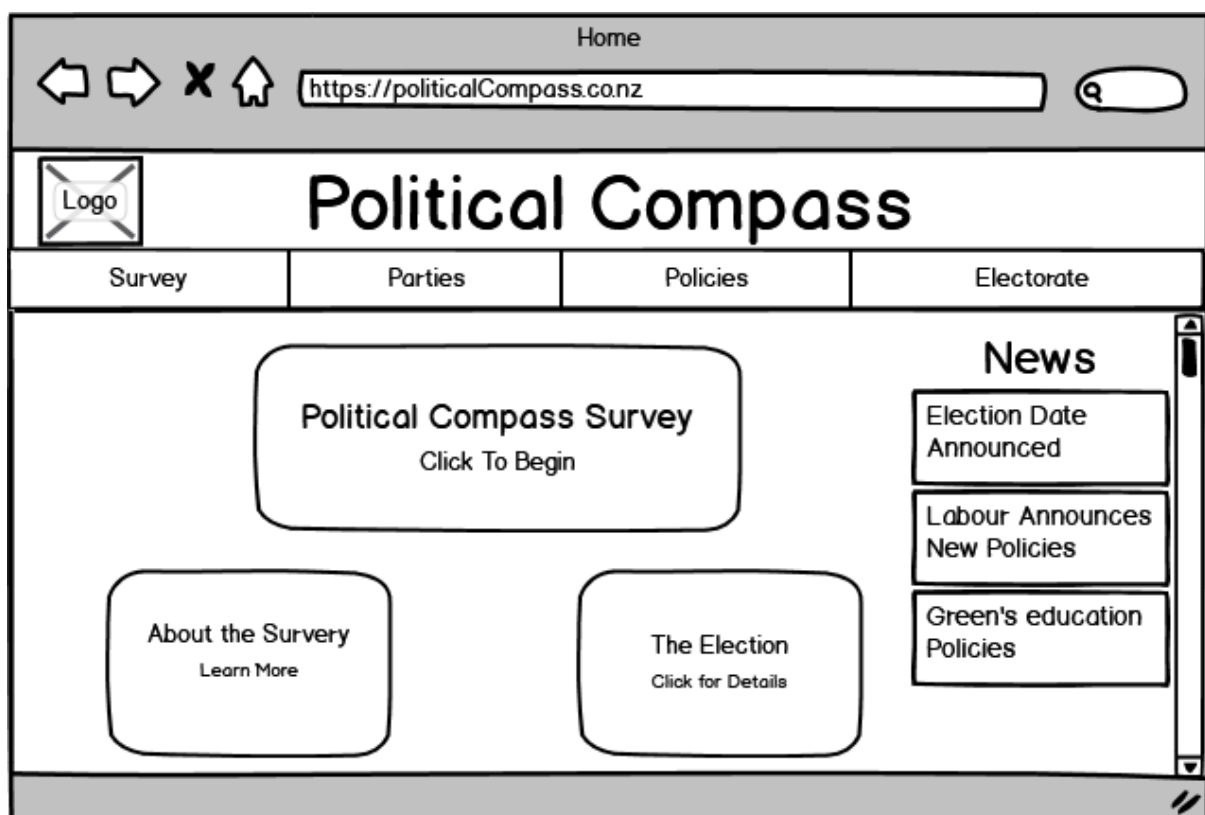
which is the user's answers and one to the third tab which is the survey. There is a final arrow to the Party information page. This is because the names of the parties are links to the respective party's page.

From the Party Information Page there is a link to the Party's policies so there is an arrow there. From the Policy List page, there is an arrow to the page for the specific Policy. From the Specific Policy page, there is then an arrow to the Party Information page. Like the survey results page, the names of the parties are links to the respective party's page. From the Political Party List page, there is an arrow to the Party Information page, this is so the user can look at the list of parties and then find out more information about them on the Party Information page. Finally on the Electorate List page, there is an arrow to the specific electorate page so that you can find an electorate in the list and then find out more information about it.

There is a lot of movement between pages. This is so that it is easy for the user to be able to get between the information that they want to know without having to backtrack or go back home. This makes it easy for the user to use which is the goal.

Designed Pages

Home



This is the Home Page for the Political Compass. It is the landing page for the site so it is the first page that they reach when coming to the site. It means that it is important that it is clear to the user

where to go to from the home page to achieve their goals. Like every other page, it has the same navigation bar across the top. This means that it is consistent across all the pages so that it is easy for the user to be able to navigate around the site. The logo in the corner is also consistent across the pages and it takes them back to this page which is also consistent across the site.

The largest button on the home page is the button to start the survey. It is the most important task that the system performs and what most user would be using the site for. The button is the largest so that it is the most obvious and easiest for the user to find. Underneath are two buttons of the same style but smaller. Despite the difference in size, all three buttons are the same style so it is clear that they are all buttons to other parts of the site.

The first of the two smaller buttons is a button for the about the survey. It is smaller because it is less important than the survey itself. It is still on the home page so that it can help the user understand the process if they don't to begin with. The second button is for details about the upcoming election. Given that this is a Political Compass, it is useful information to provide the user so that they can use their newfound knowledge to vote in an upcoming election.

This three buttons are the largest and on the left side of the screen. This is so that they are where the user's eyes natural go to. This is important because they are the most important buttons on the home page and makes it easy for the user to know where to navigate to next.

The right hand side there is a small news section to let the user know political news that might be new or have been updated. This would let the user know if something further in the site, much as something such as a Party Policy might have been updated. These features are on the right because they are less important feature on the home page and are less likely for the user to need them but still useful to have on the home page.

Due to the fact that this is the home page both personas will use this page when using the system. It will also be the page that the tasks begin from and not specific to any particular task.

Survey

Political Compass Survey

https://politicalCompass.co.nz/survey

Logo

Survey Parties Policies Electorate

Political Compass Survey

How much should the government spend on public transportation?

☐ More
☒ The Same
☐ Less
☐ No Opinion

Should the government provide free tertiary education?

☒ yes
☐ no
☐ no opinion

Submit

This page is the Survey for the Political Compass. It is a long page of questions that the user answers so that the System can calculate their results. This is an important page before it is one of the main functions of the Political Compass. If the user finds it hard or struggles to complete the quiz then system has failed it's function.

The survey is a long list of the questions that the user has to answer in order to get their results. Like every other page, it has the same navigation bar across the top and the logo in the corner. Also like other pages, bar the home page, there is a large title at the top of the page, to remind the user which page they are on. This helps them orientate themselves if they were to leave their device for a while. It makes it clear what page they are on.

The survey is made of questions, followed by radio button options. The questions are slightly bigger and bolder than the options, so that they are clearer and more obvious when looking at the page. The options are radio buttons so that it is really clear what the questions answers are. It also allows for there to be different sets of answer, with everything still being the same format. This makes it easier for the user using the page because all the options are written in the same format, regardless of whether it is a yes/no question or other options.

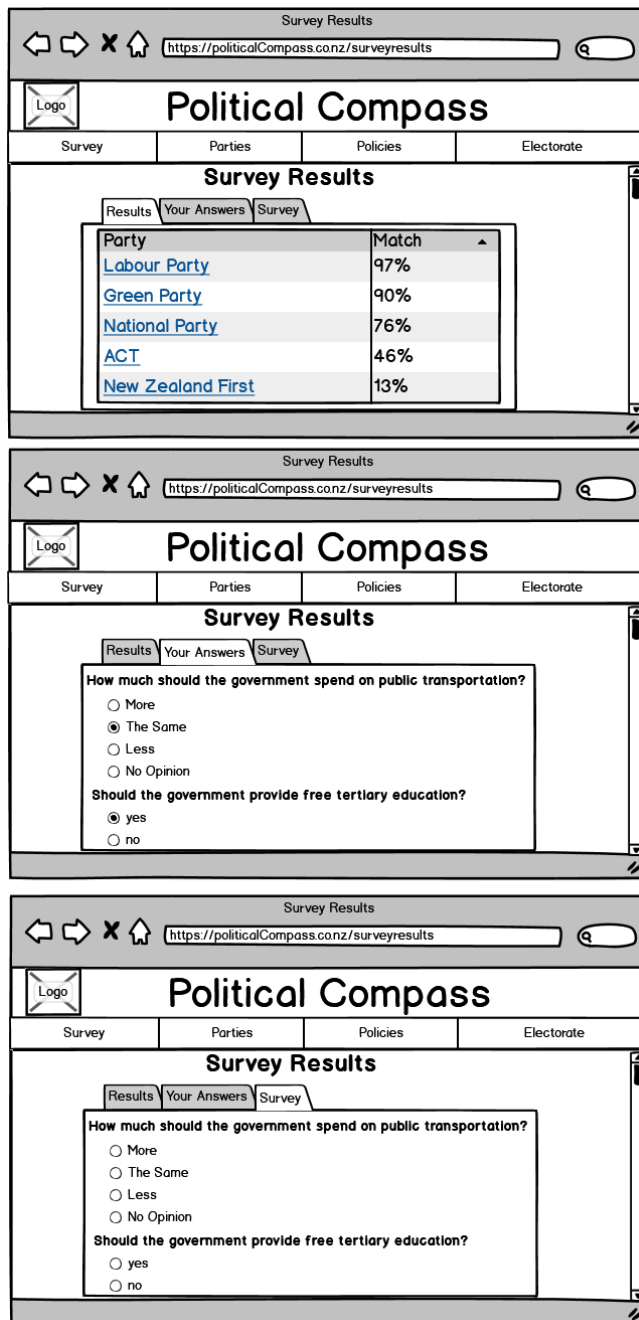
The options are also radio buttons because it allows the user to come back to a question and change their answer with they want to. They don't leave this page until all the questions are answered so until they submit, they have the option to change. This means that they can leave and come back to questions if they want to do some research into the topic before answering the question.

Since it is a long list of question, there is a scroll bar on the side which allows the user to move down the questions. It also allows them to see how much progress they have made by seeing how far down the page. Once they reach the bottom, there is a submit button. From there the answers are

all submitted and their results are calculated. It is a very simple layout to make it as easy for the user as possible. It is possible that the user is out of their element with political questions so a simple layout means that they don't have to learn how to use the interface.

The Persona most likely to use this page is Isabelle. One of the functions of the system she wanted was the ability to complete the survey in order to understand who she should vote for based on her views. This is task 1. This means that this is an important page for her because in order to understand her views, she needs to be able to answer the questions of the survey. She wants the process to be as simple and easy as possible so it is important that the page is clear and simple for the user to use.

Survey Results



This page is used so that the user can see their survey results. It shows the user who their political opinions align with. It is an important page because it is important that the user can easily understand what the results mean and can read it. If the user can't easily understand the results then the system isn't functioning correct.

Like the other pages, the navigation bar and logo in the left corner are the same for consistency. There is also the large title at the top of the page to remind the user what page they are on. This is particularly important for when the user moves from the survey to this page. Since they have moved to this page by hitting the submit button, it may not be clear to all users what page they on now so the large title helps clear that confusion up.

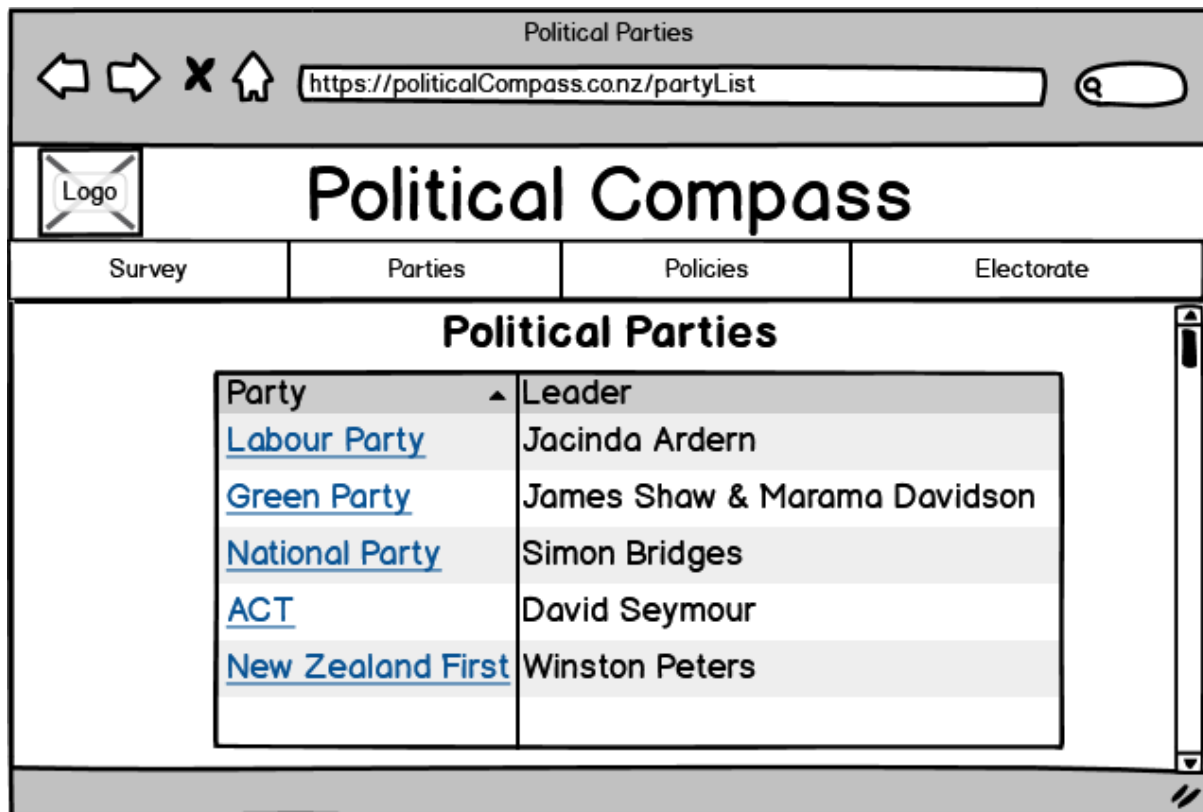
On the page is a three tab bar. The reason that it is a tab bar, rather than links to other pages is so that the user can easily move between them without accidentally losing their results. This means that it is easy for the user to read their results as well as change answers if they want to while still being able to see what their original answer was.

The first one is the results and is the tab that appears when the user first lands on this page. This is because they have just come from filling in the survey so that is the first thing that they want to know. The results tab has a table with two columns. The political parties are the first column and then the percentage of policy match in the second column. It is laid out like this so that it is clear to user how closely their opinions match each party. It is also ranked in order of highest to lowest percentage. This is so it is user can easily tell which party matches them the most. The parties are also a link to the Party's policies so that the user can then go and see what that Party's policies are. This is so that the user can easily find out more about each part without having to navigate using the bar at the top.

The second tab is the user's answers. This means that they can review their answers. This is important because it means that the user can check what they answered and if they want to change an answer and resubmit for different results. This is an important functionality because it means that the user can update their answers without having to complete survey again. The final tab is the blank survey so that they can answer everything again if they so desire. This is the least likely functionality since the user has just completed the survey so it is the last of the tabs.

The Persona most like to use this page is Isabelle. She is the persona using the site to understand her political views so she is going to want to be able to see and understand her results. This is task 1. This is why it is important that it is simple and intuitive so that a user without much political knowledge can understand what it means. This is why everything is made as simple as possible on this page, with links to more information so that they can find out more if they want but it doesn't clutter up this page.

Parties List

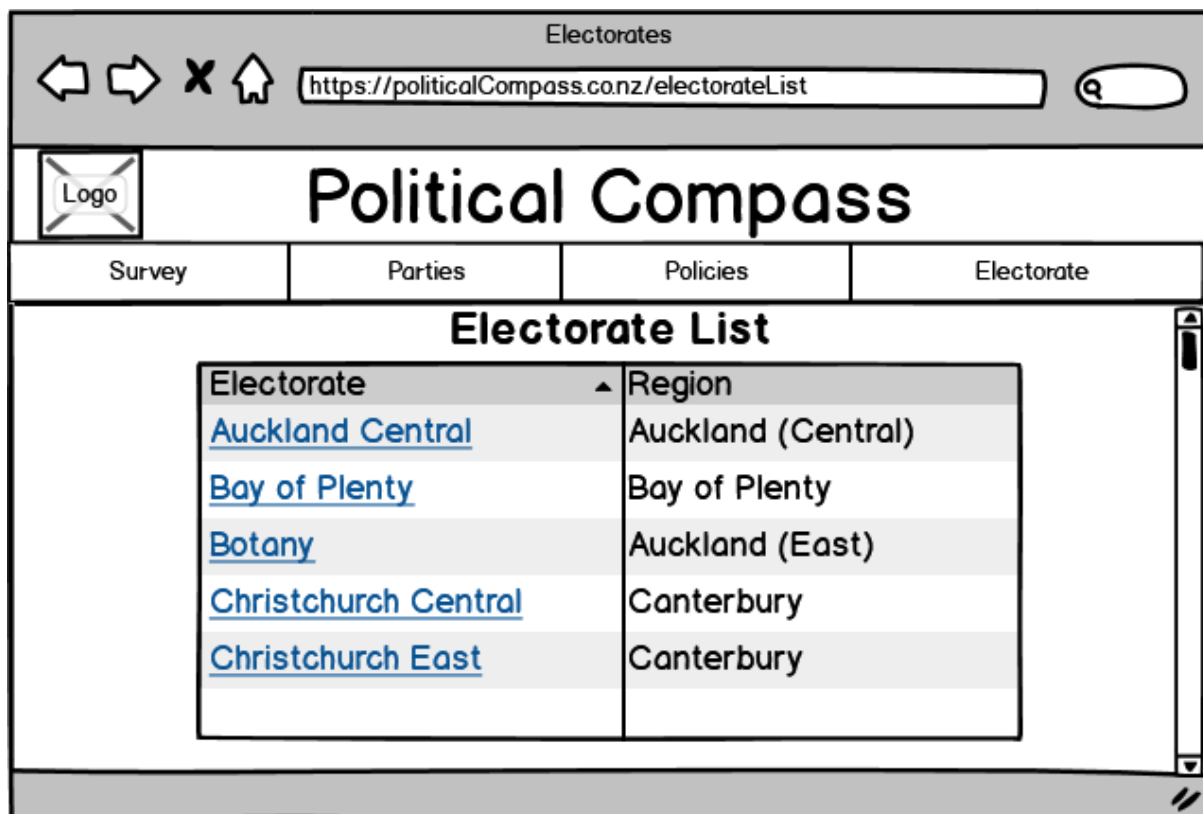


This page lists all the Political Parties. From there the user can select a Party to learn about in more detail. It is an important page because it makes it easy for the user to find out what parties there are and then be able to find out more information about each party. It doesn't have a large amount of information about each party so that it is cleaner and easier for the user to understand. It also means that they only have to read more details for the parties that they are interested in. This means that they don't have to get past information they don't want to know or need.

Like the other pages it has same navigation bar, logo and large title. This helps with consistency across pages. The large title also helps remind the user what page they are on and informs them what it has to offer. The only other feature on this page is the table in the centre. Like the other pages with table on them, it has two columns on it. One of the Party and one for the leader of said party. The party name is then a link to more information about the Party and their policies. This means that the user can quickly see all the parties before finding out more information about them and their policies.

The Persona most likely to use this page is Cooper. He is using the site as researching into the different parties there are and their policies which is task 3. He will likely use this page as a through to reach the policies of all the parties. This is why it is important that it is an unclutter page so it is as easy as possible get to the information about each party without being stuck getting past information that he doesn't want to look at. He will use this page when looking into the policies of each party because he can find the links to that information from this page. The other persona of Isabelle may use this page when learning more about the parties that the survey suggests match her views but that is less likely.

Electorate Lists

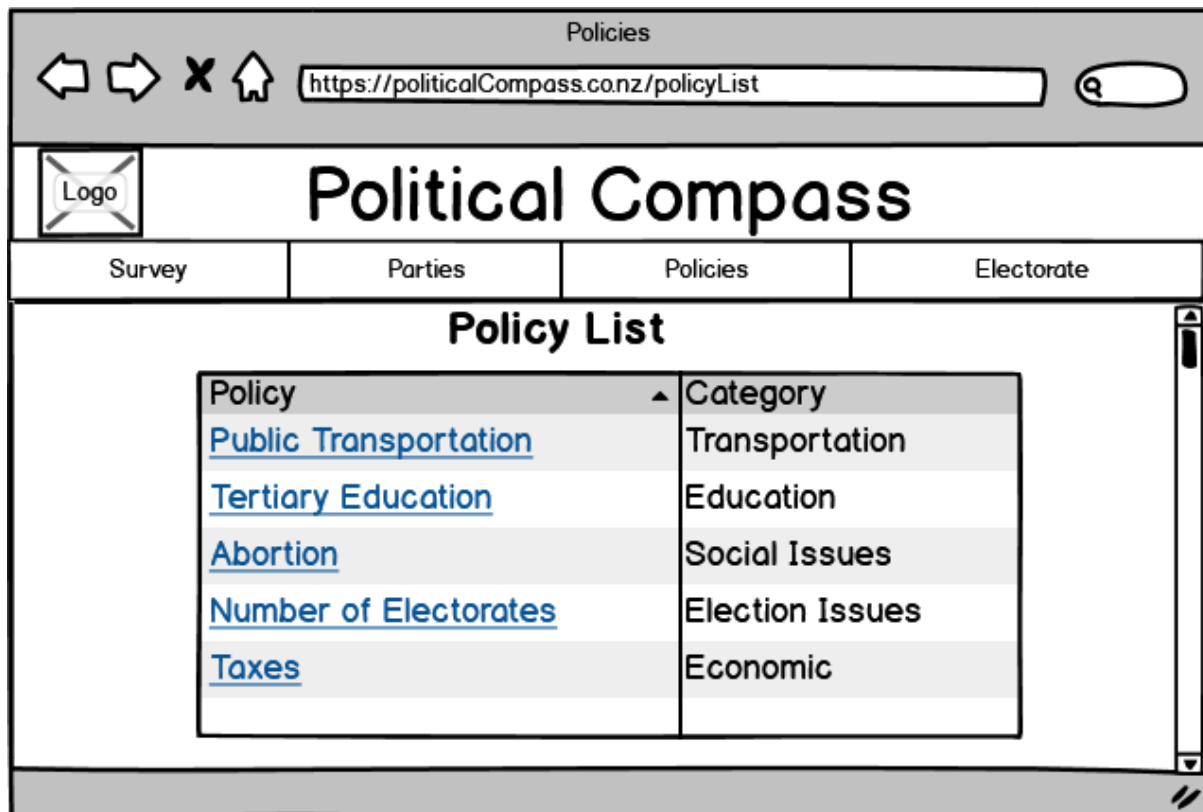


This page lists all the electorates in the country. From there the user can select an Electorate to find out more information about. This is an important page because at the election, the voter also votes for a Politian for their electorate so it is also important that the user can understand who they can vote for in their region. Since the user only lives in one Electorate, they likely only need the information about that one electorate. By having a list of all of them and a link to more information it means that it is easy for the user to get to the Electorate that they are interested in learning more about.

Like the other pages, this page has the same navigation bar, logo and large title. Also like the pages that list items it is a two column table with the left column being a link so that it is consistent across pages. With the link being on the left it is the first column that the eye goes to, so the user sees the information they want first. The table has two columns with the left being the link to more information about the electorate and the right column being the region so that the user can know where it is. All the Electorate are sorted in alphabetical order so that it is easy for the user to find their electorate.

The Persona most likely to use this page is Isabelle when completing task 4. She is interested in learning about the Candidates are running in her Electorate. She was this page to be as simple as possible so that she can easily get to her electorate and move to the next page. She can easily scroll through the list before finding her electorate and being able to find more information about it. It is easy for her to use because it doesn't take her long to get past all the electorates that aren't hers because they are just a list item.

Policies List



This page lists all the policies that the parties are discussing. From here, the user can select a policy to find out how each party stands on said issue. This is an important page because it allows the user to select an issue that is important for them. Like the other pages with tables, it allows the user to get to issues that they are interested in and easily get past the ones that they don't.

Like the other pages, this page has the same navigation bar, logo and large title for consistency and to help the user know what page they are on. It also has the two column table with a link in the left column. This table displays a Policy topic in the left column and what category it comes under. This information is useful because it means that the user can easily find topics that come under a certain topic. For example, if a user is extremely interested in Social Issues then it is easy to find the policies that are in that category.

The Persona most likely to use this page is Cooper. He is interested in seeing all the parties' opinion on a policy. This is task 2. On this page it is easy to find the policies that he is interested in and then can find more information about them. Like the other pages with a table it is easy to get to the Policies that he is interested in and get past the ones that he isn't interested in.

Party Policies

Labour Party Policies

https://politicalCompass.co.nz/LabourPolicies

Logo

Political Compass

Survey Parties Policies Electorate

Labour Party Policies

How much should the government spend on public transportation?

☐ More
☒ The Same
☐ Less
☐ No Opinion

Should the government provide free tertiary education?

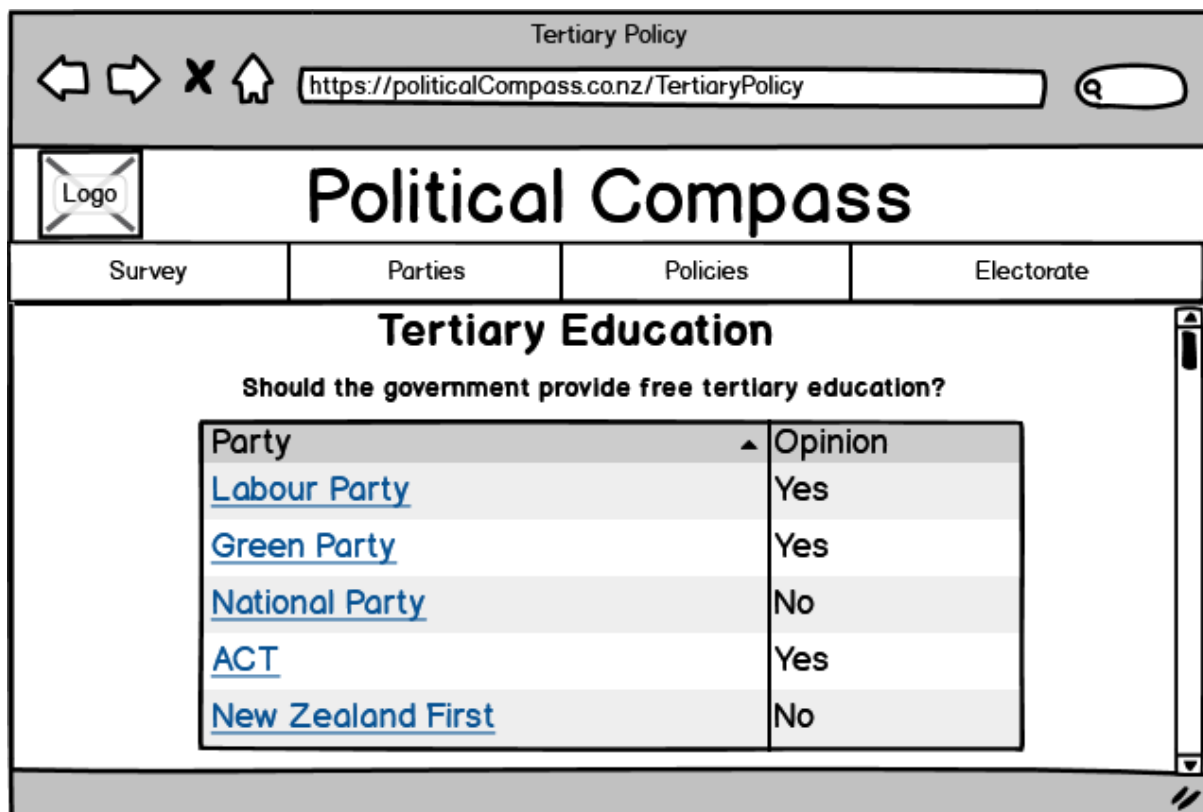
☒ yes
☐ no
☐ no opinion

This page lists all the policies of a certain party. This allows the user to see all the policies of a party without having to go into the policies individually. This makes the system easier for the user to use because all the information is in once place. This is an important page because it means that the user can see all the policies of a party that they are interested. It can help them understand if there is a policy of a party that they don't agree with and may change who they are interested in voting for.

Like all the other pages, this page has the same navigation bar, logo and large title for consistency. For consistency, this page is laid out in the same format as the survey that the user completes. It is set up like the party completes the same survey as the user so that the user can easily understand where the party stands on each issue. The questions are in a larger font size so that they are more obvious with the answer options being radio buttons. This helps with consistency as it is the same the survey so that user can understand it.

Both personas are likely to use this page but for different reasons. After completing task 1, the survey, Isabelle will want to see the policies of the parties that match her opinions the most. On this page she can see all the policies and see if there are any that she disagrees with. Cooper is also interested in finding out all the policies of a party. This is task 2. This is information that he can find on this page. Since this page is being used by both personas it is important that it is easy to understand which is why it is so simple and consistent with other pages in this system.

Policy

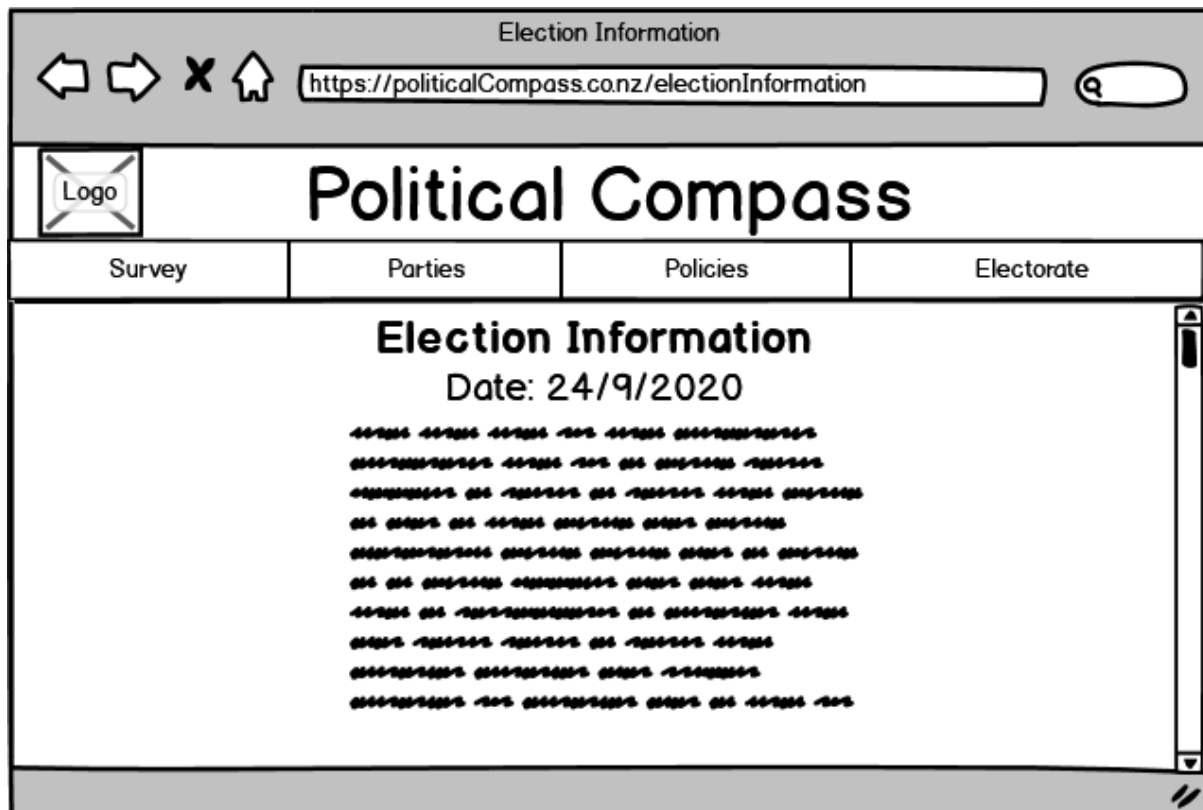


This page is for a specific policy and shows how each party stands on the policy. This is an important page because it allows the user to be able to compare all the parties on a policy and see which parties have an opinion that matches their own. It makes the system easy to use because they can see all parties at once. It means that they don't have to go into each party and find the issue they are interested in and then compare it from there. It makes the system faster to use and the user can find the information that they want easily.

Like the other page, this page has the same navigation bar, logo and large title as the other pages for consistency. It is set up in a similar way to the survey questions, with the question in a larger font at the top of the page but with a table underneath the question rather than radio buttons. Like the other tables there are two columns. The left one is for the party with the right one being the party's opinion. This means that it is extremely clear where each party stands on the policy. The party name is also a link back to the party information so that if the user wants to know more about a party they can from this page without having to go back to the party list.

The persona most likely to use this page is Cooper. He is interested in seeing all the parties' opinion on a policy. This is task 2. This page makes it clear where each party stands on the issue so he can quickly compare which parties are the same and which are different. This means it is easy to accomplish the task that he wants to.

Election Information

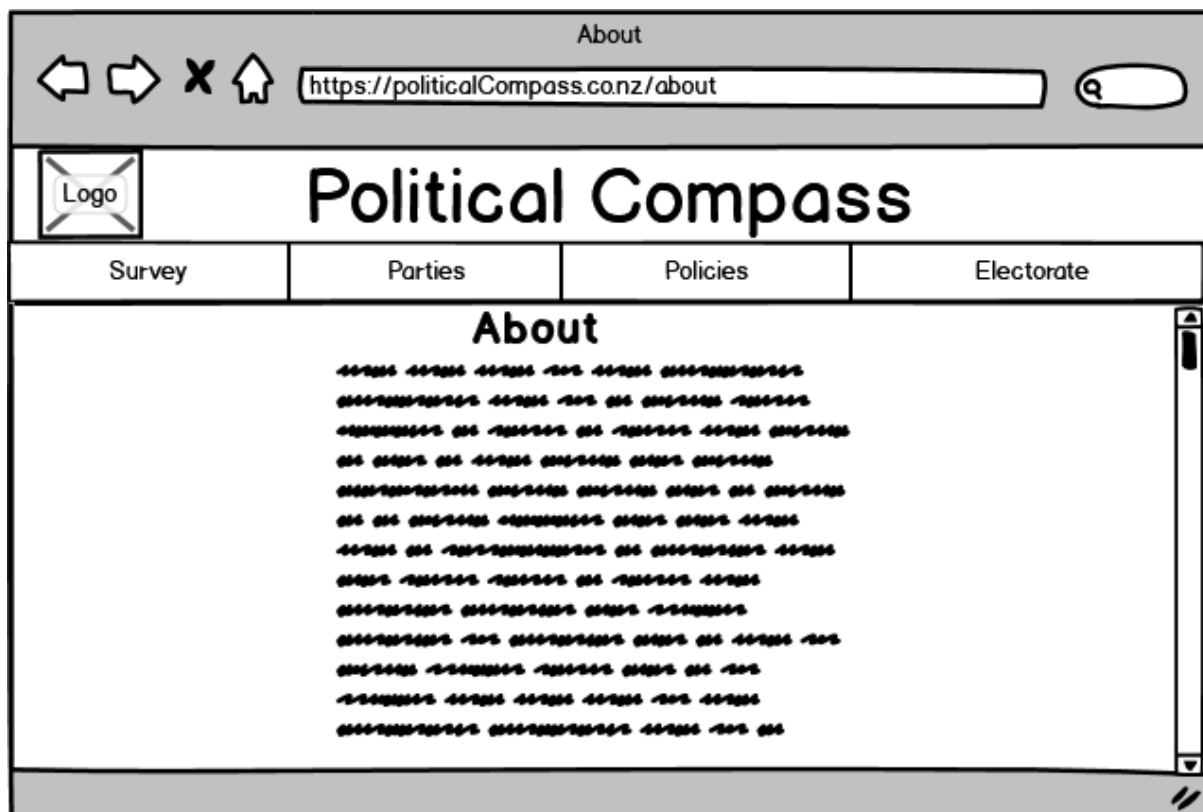


This page is used to provide information about the upcoming election. Given that there is only an election every three years, it will be updated by the system when more information is known. It provides the user the information that they need in order to vote. This is important for the user to know so that they can take the knowledge that they have learn on this site and be able to vote.

As stated above, this page has the same navigation bar, logo and large title as the other pages for consistency. The date of the election is also large on the page so that it is obvious to the user. The date is important for the user to be able to vote so it is important that the user can easily see that. If that is all the user needs to know then they can quickly get it before leaving. Below that is a block of text with additional information that the user may be interested in. It means that they can get more information beyond just when it is. It is lower on the page so that the user can see the date before having to read the rest of the information. It makes it easier to avoid if they want to.

The Persona most likely to use this page is Isabelle. She isn't very politically savvy so she wants to know more about what voting involves and when it is. This is task 5. From this page she can very quickly learn when the election is which is important information for her. She has also never voted before so she can learn more about what it involves from here and be confident that she is going to do the right thing on election day. Since the system is trying to help people become more informed voters, this page will help the user take their newfound knowledge and vote.

About Page

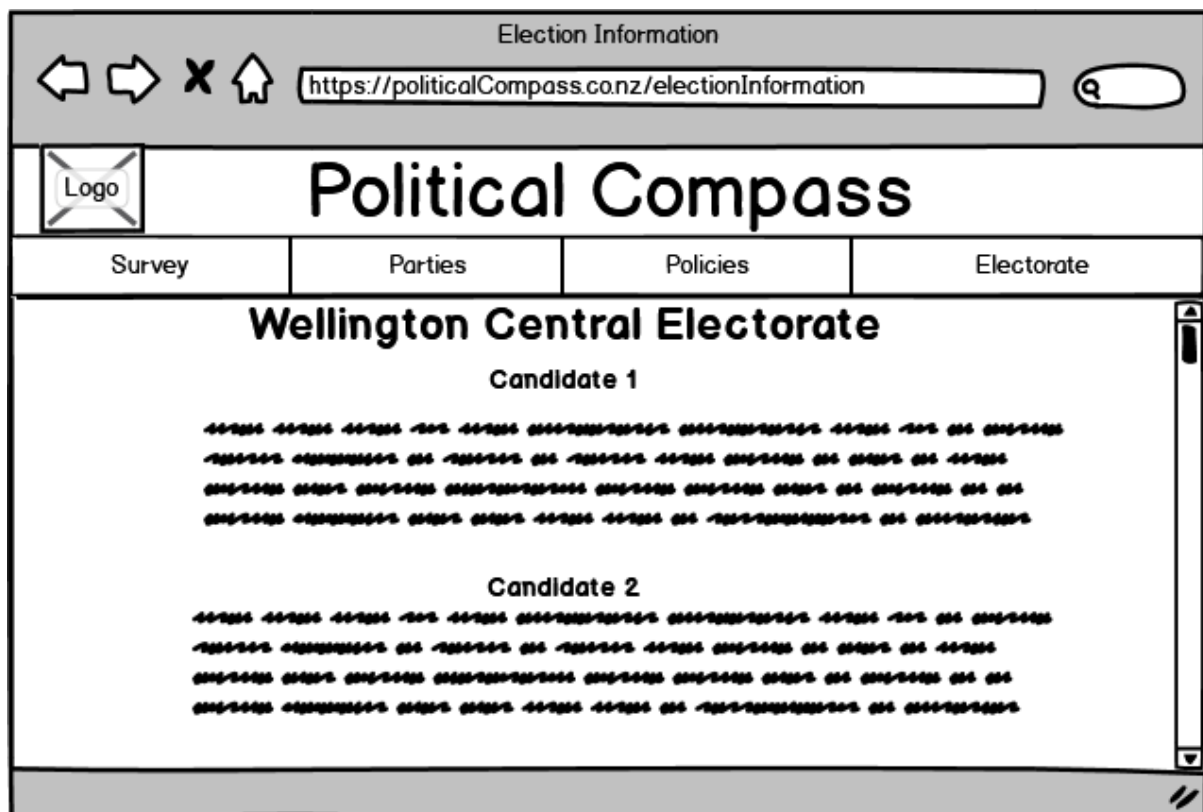


This page provides the user information out the survey and the site in general. It is an important page before it can help inform the user how to use the site if they are unsure. It is important to make sure that the user can use the site which is important to keep them on the site. If they don't know what they are doing then they aren't going to stay on the site.

As stated above, this page has the same navigation bar, logo and large title as the other pages for consistency. The rest of the page is a block of text about the site with the more important information being at the top. It is kept extremely simple so that it is easy for the user to read and understand. There is nothing else distracting them on either side of the text so they are just focused on learning about the site.

The Persona most likely to use this page is Isabelle. She wants to understand how the site works before starting to use it. This is task 6. Since this is an area that she isn't very confident in, she wants to understand what is going on before starting. By reading the about page she can start to understand how to use the system before using it herself. This is important because if she isn't understanding what is going to then she is going to leave the site before accomplishing her tasks that she wants to achieve. She then won't come back to the site and that isn't good for the system.

Electorate Information

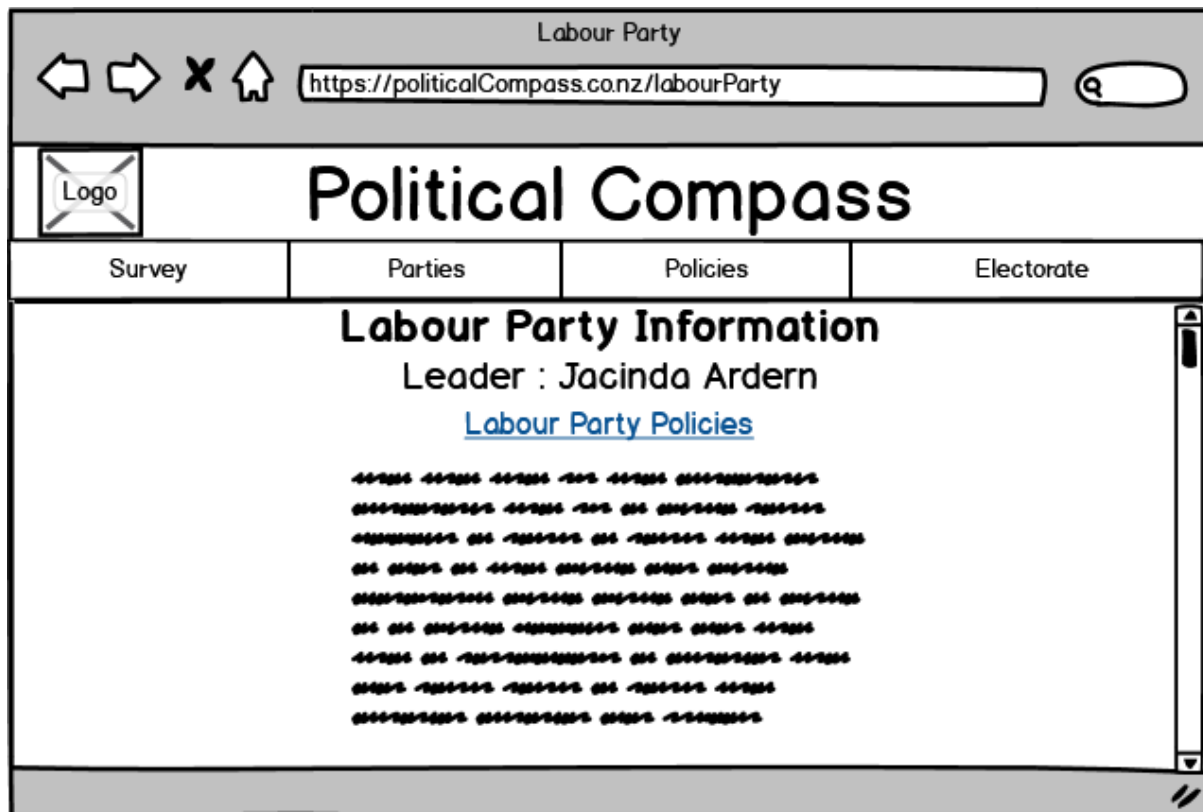


This page provides the user information about a selected Electorate. It is an important page before it gives the user information about who the candidates are in their electorate and who they are able to vote for. In an election, a person has to vote for someone in their Electorate so it is important to know who the options are. This information is what this page can offer.

As stated above, this page has the same navigation bar, logo and large title as the other pages for consistency. Below that, for each of the candidates are listed across the page, with text about them underneath their name. The candidates are listed down the page so that it is easy for the user to see how many candidates there are. With the information below their name it also makes it easy for the user to be able to tell what information what candidate. It makes it easy for the user to read each one and tell them apart.

The Persona most likely to use this page is Isabelle. She wants to understand who she can vote for in her electorate which is task 4. This page can give her the information that she is looking for and it is easy for her to read. She can easily read about all the candidates and refer back to ones that she has already read if she wants to. Since it is likely that she doesn't know who any of people are it is important that it is clear who the information belongs so it important it is clear.

Party Information

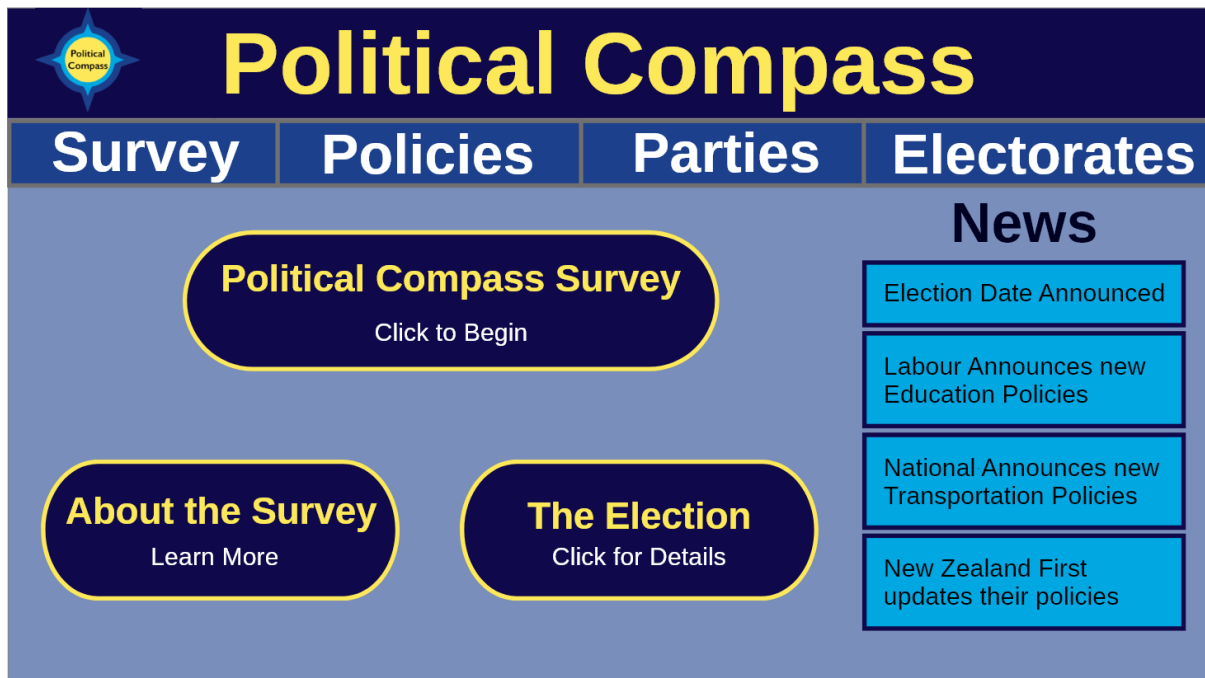


This page gives the user information about a party as well as providing a link to the party's policies. This is an important page before it gives the user information about the party beyond just what their policies are. This could help the user understand more about the party that they are thinking about voting for.

As stated above, this page has the same navigation bar, logo and large title as the other pages for consistency. Below that is the name of the leader of the party as well as a title so that the user can understand that that is what the name is. It can help the user understand the Political news because it is often the leader of the party that is interviewed and mentioned. Below that is the link to the party's policies. This means that the user can easily go to the policies after learning more about the party. This is important because they can also learn more about all sides of the party. After that, there is a block of text that provides more information about the party. The more important information is higher up on the page so that the user can find it faster without having to scroll past information that they don't care for.

Both personas are likely to use this page but for different reasons. Cooper is interested in finding out and learning about all the parties and their policies. This is task 2. On this page, he can find this information. Isabelle also wants to use this page because after completing the survey, she will want to know more about the parties that match her opinions the most. She can find out more about a party on this page and it can help her learn more about the party. Since this page is being used by both personas it is important that it is easy to understand which is why it is so simple and consistent with other pages in this system.

Home Page Prototype



This is a full prototype of what the site will look like with colours and with a more finished look. This is the home page and the same elements are on this page as the version above. It is a more final looking version with consideration about colour, font and other details that aren't considered in the simpler version above.

The colour palette chosen for the site features a couple of shades of blue, a bright yellow, black and white. The blues range from a dark, almost black blue, through to a bright blue. Blue was chosen because it is a colour that is often associated with confidence and knowledge. Both of these characteristics are important for a political compass site. It is also a calming colour. This could help users that are out of the element, just as the Persona Isabelle. Political knowledge isn't something that she has a lot of and if you aren't confident in something it can be easy to become quite stressful. The calming effects of the blue can help calm them down. There is a Political party that uses blue as their main colour. Given this is a political compass; the system doesn't want to bias the user in any way. The blues chosen for this site are different to the blue that the National Party uses so to not bias the user.

Yellow was chosen because it is a brighter colour than the shades of blue and makes a nice highlight. It means that user's eye is drawn to it because it is brighter than the rest of the page. Yellow is a colour that is often associated with liberalism which supports free-choices and democracy. Given that this is a site that exists because of democracy, this colour choice makes sense.

The fonts chosen for this site are sans-serifs. It is a bold font, which means that it easily draws the user's eyes to the buttons as they have text on them. It means that user can easily see where they can go from here. Sans serif fonts are often associated with innovation and forward thinking. Politics is often about forward thinking and thinking about the future so the font matches this.

The style of the site across all the pages is bold, consistency and simplicity. Making sure that it is easy for the user to understand where they are going and what to select to accomplish their goals on the site. The pages are all very simple with most of the content of the page being focused on the

centre of the page. All the pages are also very consist with a lot of the same elements on all the pages. As stated above, it makes it easier for the user to navigate around as it is the same across pages.