University of Maryland, College Park

IC24 - Abstract

Team #IC24014

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Challenge: Design / Voting Candidate Matching Tool

While surfing web platforms, it is clear that most companies use third-party services (Mailchimp, Google Forms, Qualtrics) to extract consumer insights through very long questionnaires. Honestly, would you complete a 2-page survey with over 15 questions? Time is of the essence, and I believe VerticalApps will benefit from implementing a Quiz app to extract meaningful political alignments data from their audience as it is cost effective, scalable, entertaining, can be defended with affordable security and it is easier for developers to customize the Quiz app to the company's preferences.

Considering the time sensitivity of this challenge, I developed several strategies to design a 5 questions Quiz app tool. First, I examined publicly available data pertaining to political topics on Statista, Census Bureau, and Pew Research Center. Then, I designed those questions to be inclusive across all demographic groups (age, income, ethnicity, sexual orientation and more). By inspecting the DOM of VerticalApps website, I replicated their color scheme and typography. Using Adobe InDesign and Figma, I created wireframes of each Quiz slide including a final slide which portrays a random user's matching voting candidate next to a percentage match. Finally, I coded this tool into existence using html, css and javascript.