

UI / UX



CASE STUDY



TRUSTPOLL PORTFOLIO



Mentor : Sarankumar Maran

Team Members :

- Hariharan R I
- Arun Ulagappan S
- Harish G S
- Mohamed Salih M
- Suresh V
- Premnath A

WHAT IS TRUSTPOLL?

TrustPoll is a secure, proxy-proof online voting system built for institutions to conduct fair and verifiable elections. It ensures transparency through clear feedback, role-based interfaces, and strong multi-layer authentication. The platform focuses on simplicity, guiding both admins and voters through a clean, step-by-step election workflow.

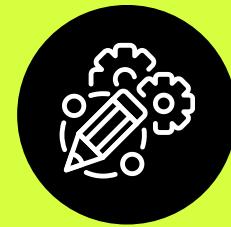


Problem Statement

- Online elections face fraud, proxy voting, and identity misuse.
- Existing systems lack transparency and real-time monitoring.
- Users struggle with complex, confusing voting interfaces.

Problem Solution

- Provide secure, proxy-proof authentication with multi-layer verification.
- Enable transparent dashboards and real-time election monitoring.
- Deliver simple, guided UI for error-free voting.



Design Process

**Discover**

Target Audience
User Survey
Competitive analysis

Define

User Persona
Feature Roadmap

Ideate

Process Flow
Information Architecture

Design

Wireframe
Figma Prototype



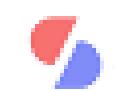
TARGET AUDIENCE.

The target audience includes institutional administrators who manage and monitor elections securely. It also serves students and registered voters who need a simple, trustworthy platform to cast their votes without complexity or fraud.



COMPETITORS



 StrawPoll

a. Strawpoll



ElectionBuddy



ElectionVote

b. ElectionBuddy



 Voatz

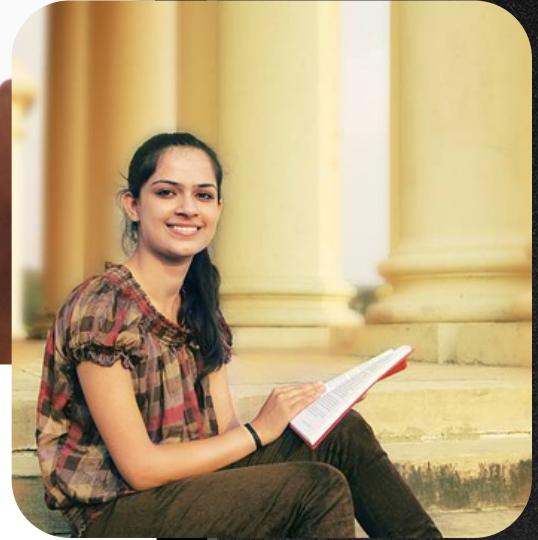
c. Voatz

COMPETITIVE ANALYSIS ↗

Attribute	Strawpoll	ElectionBuddy	Follow My Vote	Voatz	Helios Voting	TrustPoll (Proposed System)
App name	Strawpoll	ElectionBuddy	Follow My Vote	Voatz	Helios Voting	TrustPoll (Proposed System)
What does it do?	Simple online polling website for instant votes and surveys.	Secure online voting for schools, unions, and organizations.	Blockchain-based platform that ensures transparent, verifiable elections.	Mobile blockchain voting app with biometric verification.	Open-source cryptographic web voting system for verifiable elections.	Distributed, proxy-free voting system ensuring fair and verified votes without duplicate or fake participation.
OS support	Web	Web	Web	Android & iOS	Web	Web + Mobile (future)
What is very unique in it?	Minimal and fast with instant results.	Legal compliance and audit features.	100% blockchain transparency and open verification.	Combines blockchain and biometric verification.	Fully open-source with end-to-end cryptographic proof.	Proxy-proof mechanism with distributed verification and fairness validation.
5 Best points (Why should I use this?)	1. Quick setup 2. Free 3. No login 4. Instant results 5. Lightweight	1. Verified voter lists 2. Audit trail 3. Multi-ballot support 4. Reliable for institutions 5. Legal compliance	1. Transparent blockchain ledger 2. Open-source 3. Tamper-proof 4. Voter verifiability 5. Distributed design	1. High security 2. Biometric voter login 3. Mobile-based 4. Blockchain verification 5. Real-time feedback	1. Fully verifiable encryption 2. Open-source 3. Supports large-scale elections 4. Transparent counting process 5. Academic trust	1. Combines simplicity + distributed security 2. Prevents proxy voting 3. Voter ID-based validation 4. Transparent results 5. Easy institutional deployment
5 Worst points (Why should I not use this?)	1. No authentication 2. Proxy voting possible 3. No encryption 4. Can be spammed 5. Not for official use	1. Paid for premium use 2. Centralized 3. Not blockchain-based 4. Manual setup 5. Limited scalability	1. Complex setup 2. Requires crypto infra 3. High cost 4. Needs blockchain knowledge 5. Small-scale adoption	1. Privacy concerns (biometrics) 2. Costly implementation 3. Closed-source 4. Smartphone dependency 5. Limited public use	1. Complex mathematical setup 2. Needs scalability testing 3. Needs technical knowledge 3. No mobile app 4. Requires web hosting 5. UI is less user-friendly	1. Prototype level 2. Needs scalability testing 3. Requires voter ID integration 4. Limited deployment (miniature) 5. Future biometric feature pending
Features I can use from this app in mine	Simple UI and instant results	Verified voter registry, audit-ready system	Blockchain ledger, cryptographic transparency	Biometric/unique ID verification	End-to-end verifiable encryption and open-source logic	Already includes distributed verification + secure voting + user-friendly interface

User Persona

User Interview



User Views & Pain Points

4

Questions

3

Choices

20+

Participants

Vote Now

Arjun Mehta



The Election Officer

Age
19
Years Old

Occupation
College Election
Administrator

Location
Bengaluru

Education

Bachelor's Degree

Income

Student

Personality

Detail-oriented, cautious,
responsible

Digital Behavior

Uses secure tools, checks
dashboards frequently

Preferred Devices

laptop first, mobile for quick
checks

Favorite Platforms

Google Workspace, Notion

Goals

Run fair elections, avoid technical issues, maintain transparency.

Pain Points

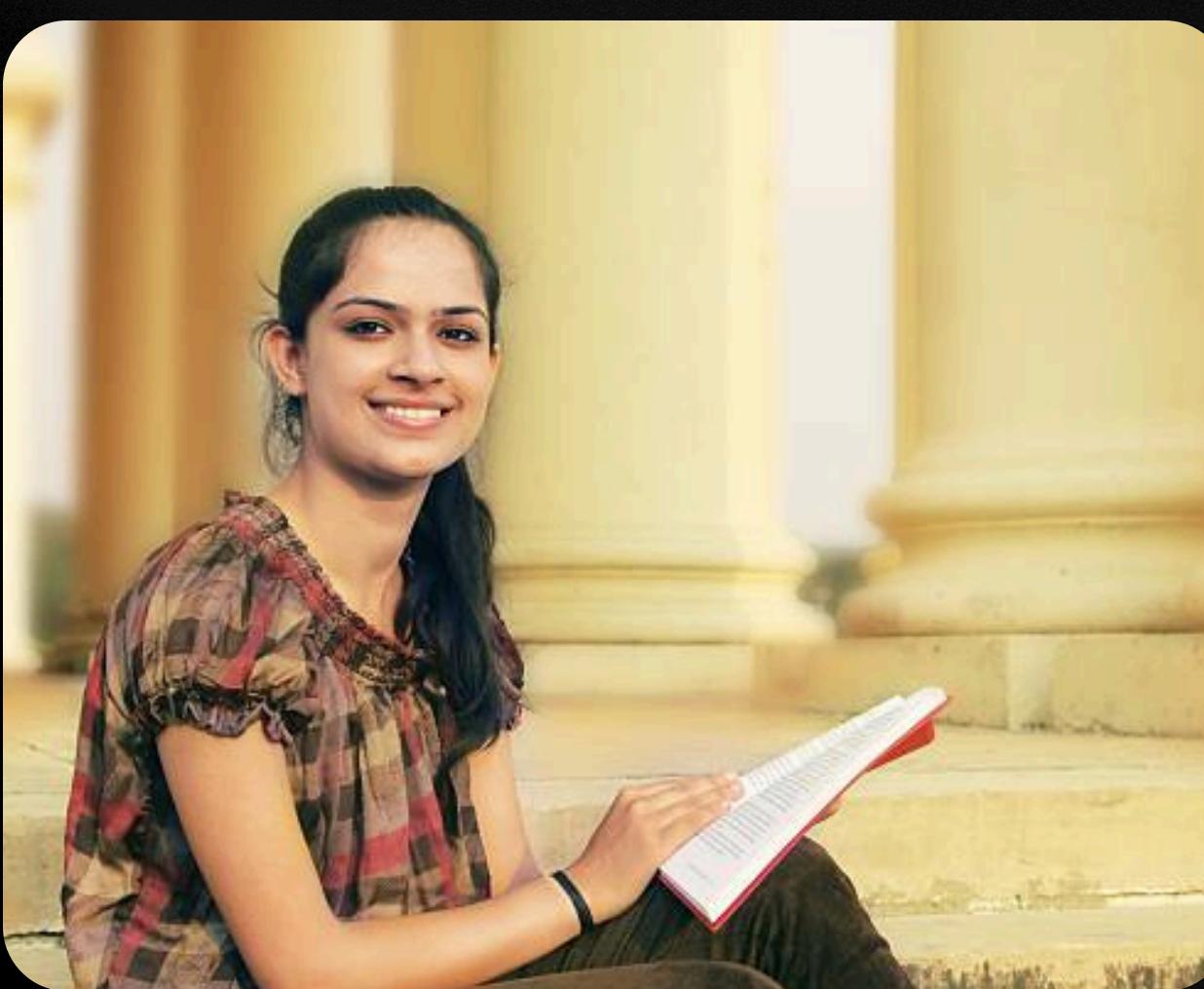
Hard to monitor voters in real time; messy admin tools.

Brand Values

Trust, security, clarity.



**“If it’s simple
and secure,
it works for
me.”**



Hema Reddy

The Student Voter

Age

20

Years Old

Occupation

Undergrad
Student

Location

Hyderabad

Education

Pursuing B.Tech

Income

Student

Personality

Fast-paced, tech-savvy,
hates complicated steps

Digital Behavior

Quick interactions, prefers
instant verification

Preferred Devices

Mobile phone

Favorite Platforms

Instagram, Google Pay

Goals

Vote quickly, easily, and without confusion

Pain Points

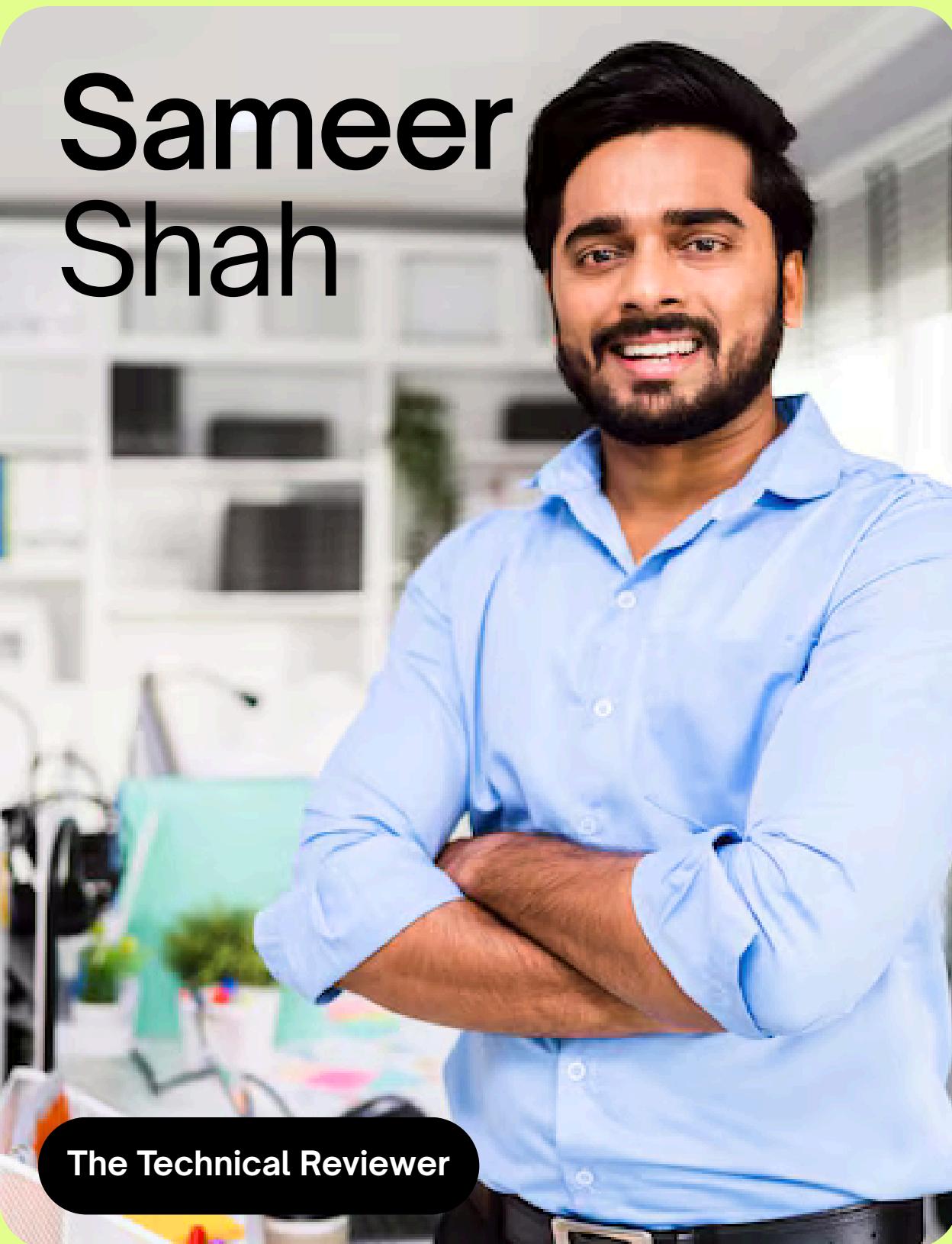
Long signup steps, unclear status messages, login issues

Brand Values

Simplicity, speed, ease

“I just want
to log in and
vote without
stress.”

Sameer Shah



The Technical Reviewer

Age

28

Years Old

Occupation

IT Support /
System Auditor

Location

Pune

Education

B.Sc. Computer Science

Income

₹ 6–8 LPA

Personality

Analytical, curious,
process-driven

Digital Behavior

Tests systems deeply,
values clean structure

Preferred Devices

Desktop, Mobile, Tablet

Favorite Platforms

Github, StackOverflow

Goals

Ensure system reliability, audit trails, and data safety.

Pain Points

Poor logs, confusing workflows, unreliable verification steps

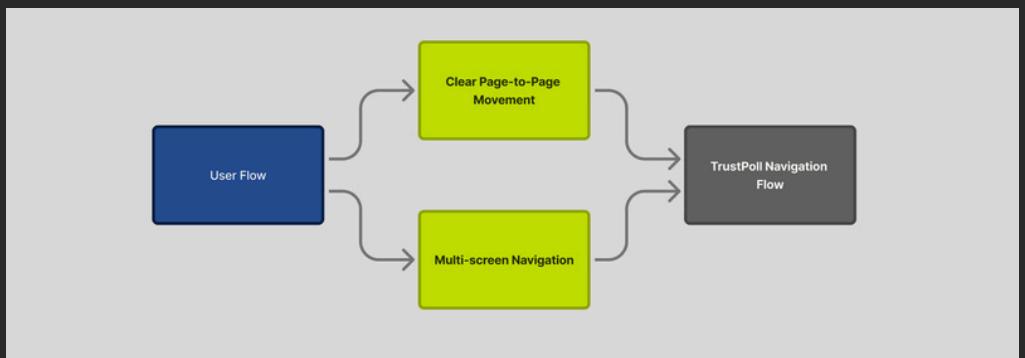
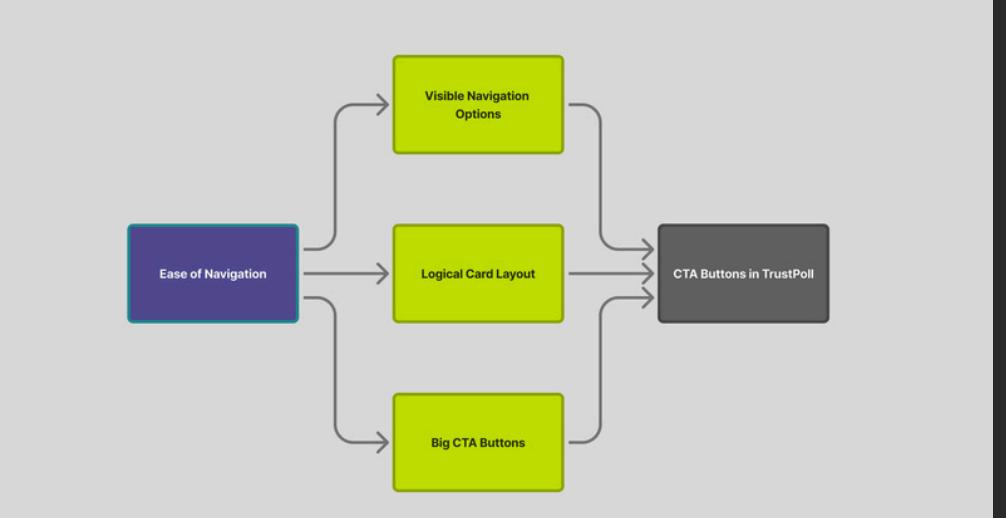
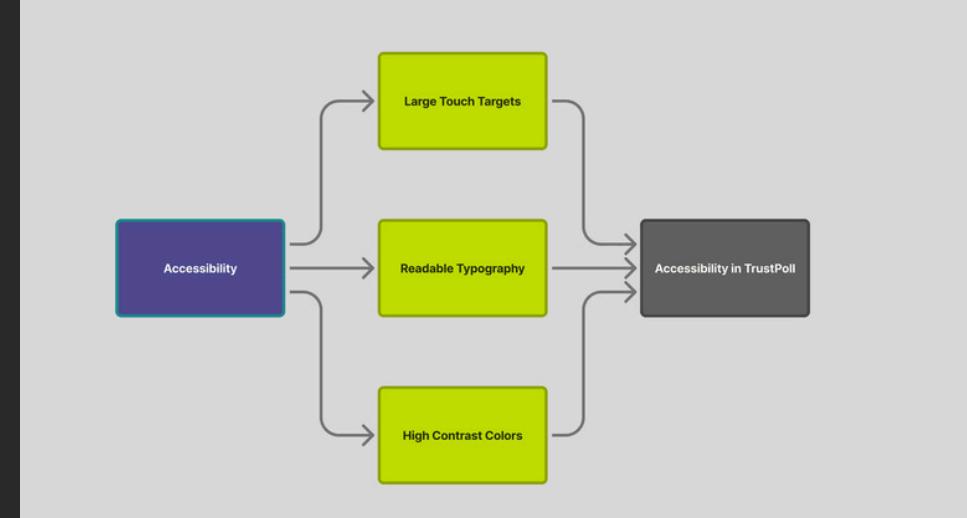
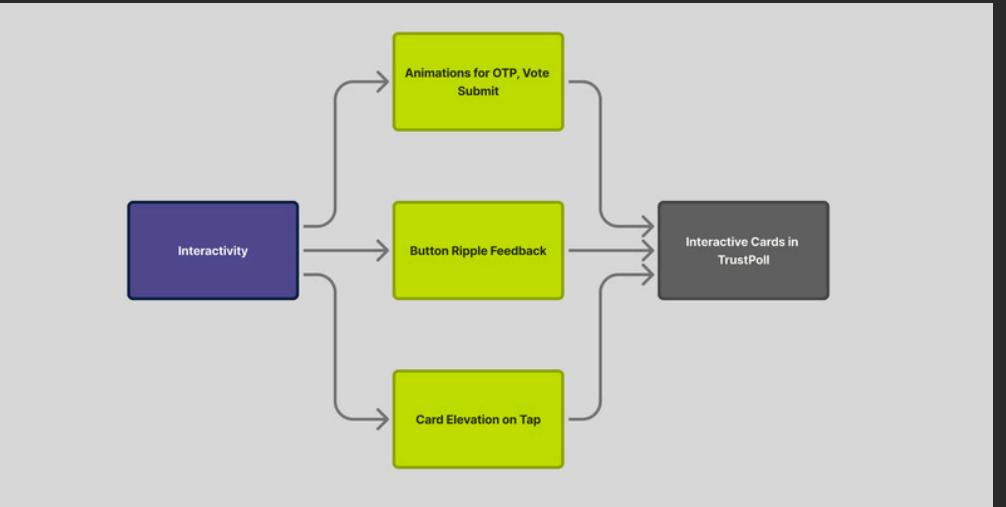
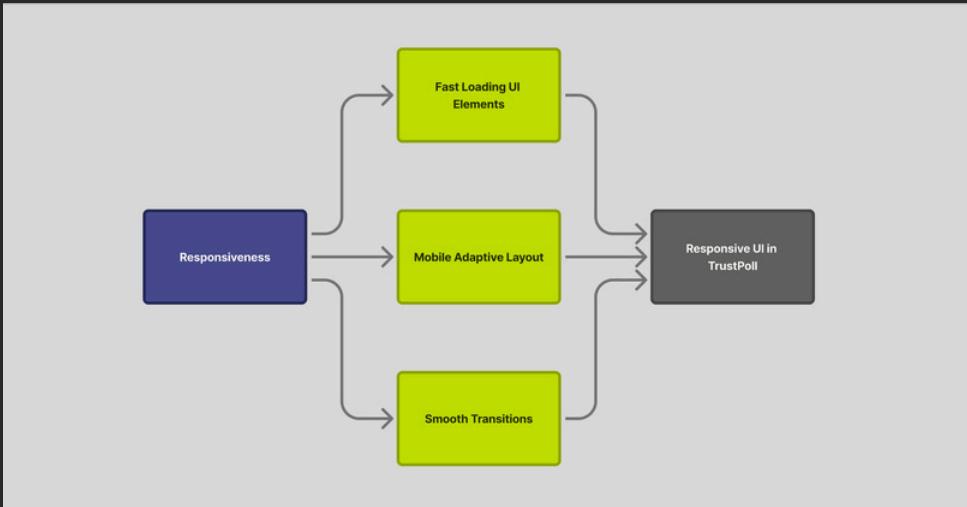
Brand Values

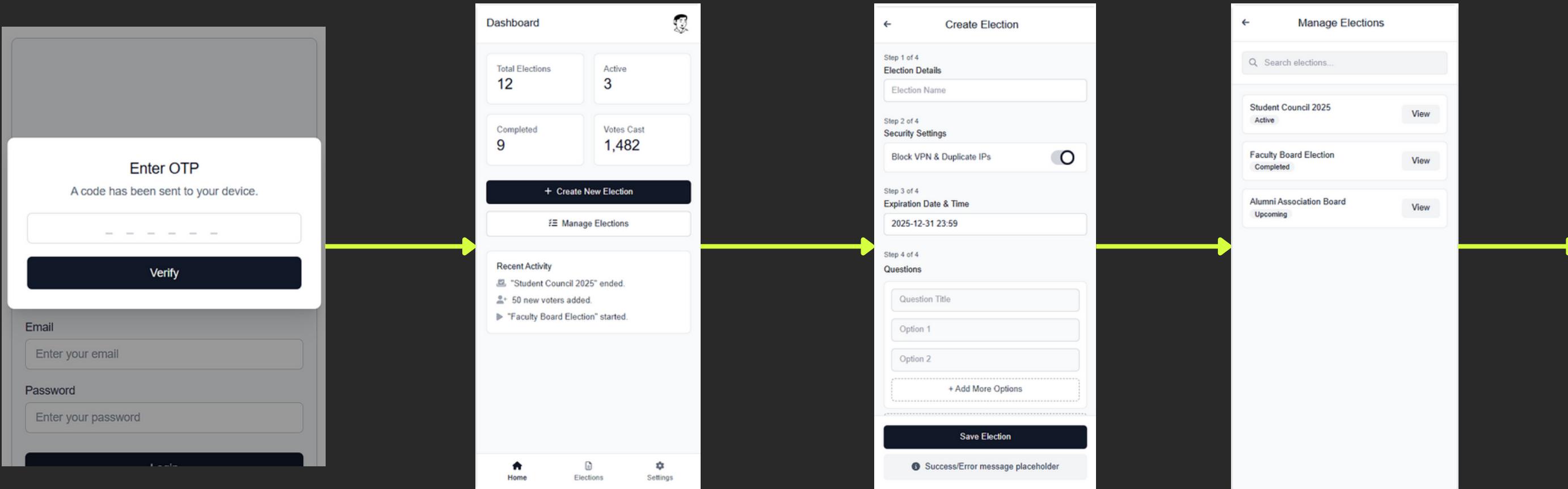
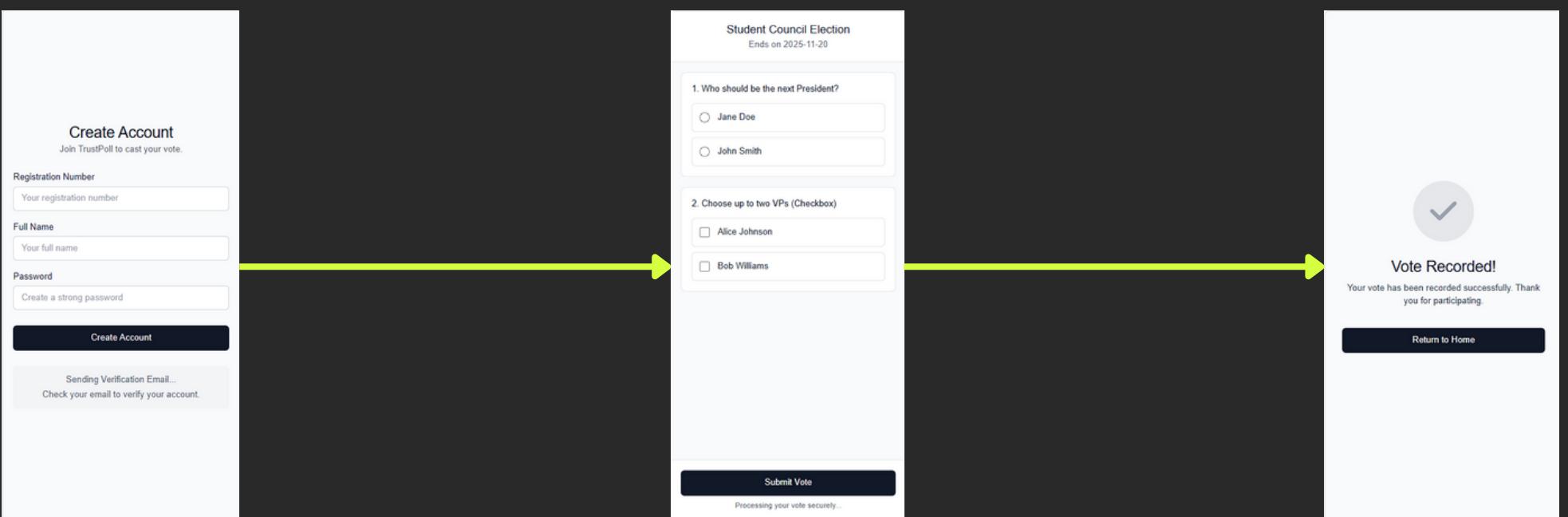
Transparency, accuracy, efficiency



“Show me
the logic,
and I’ll trust
the system.”

UX TO FEATURE MAPS.



Admin Flow**Voter Flow**

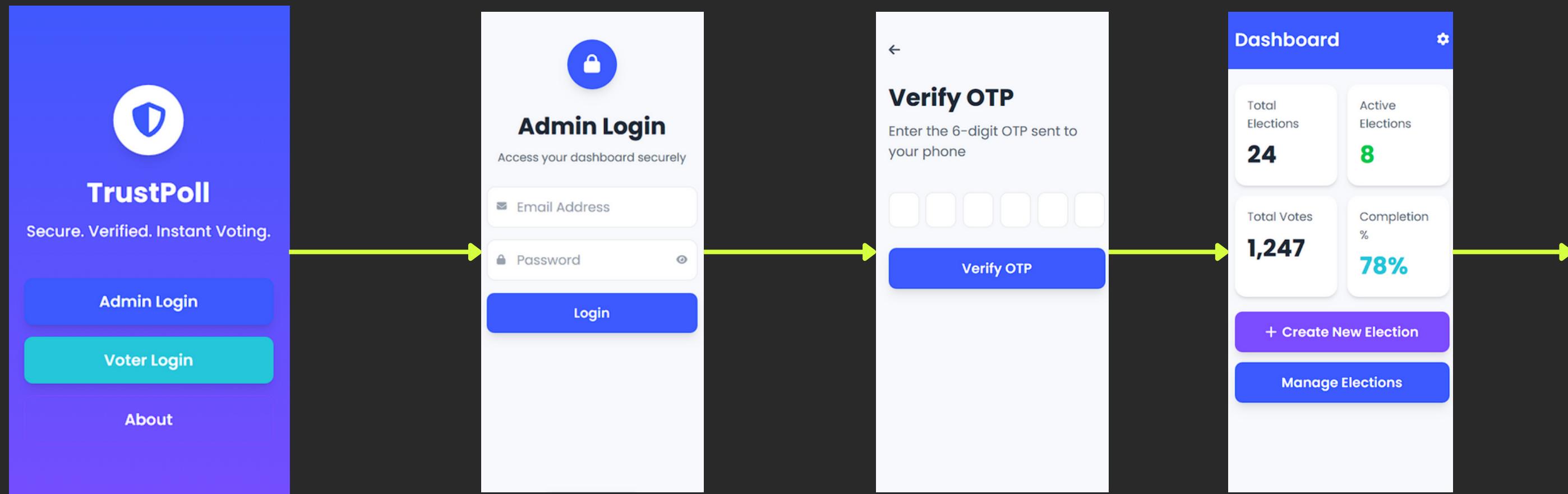
↗ Prototype

Trustpoll

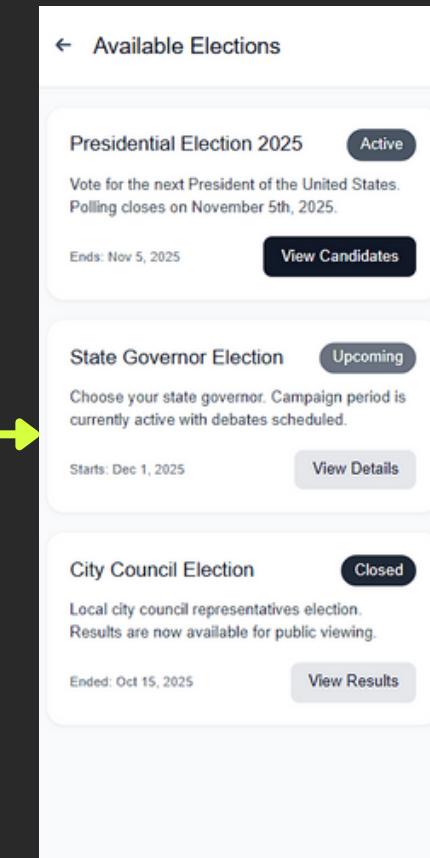
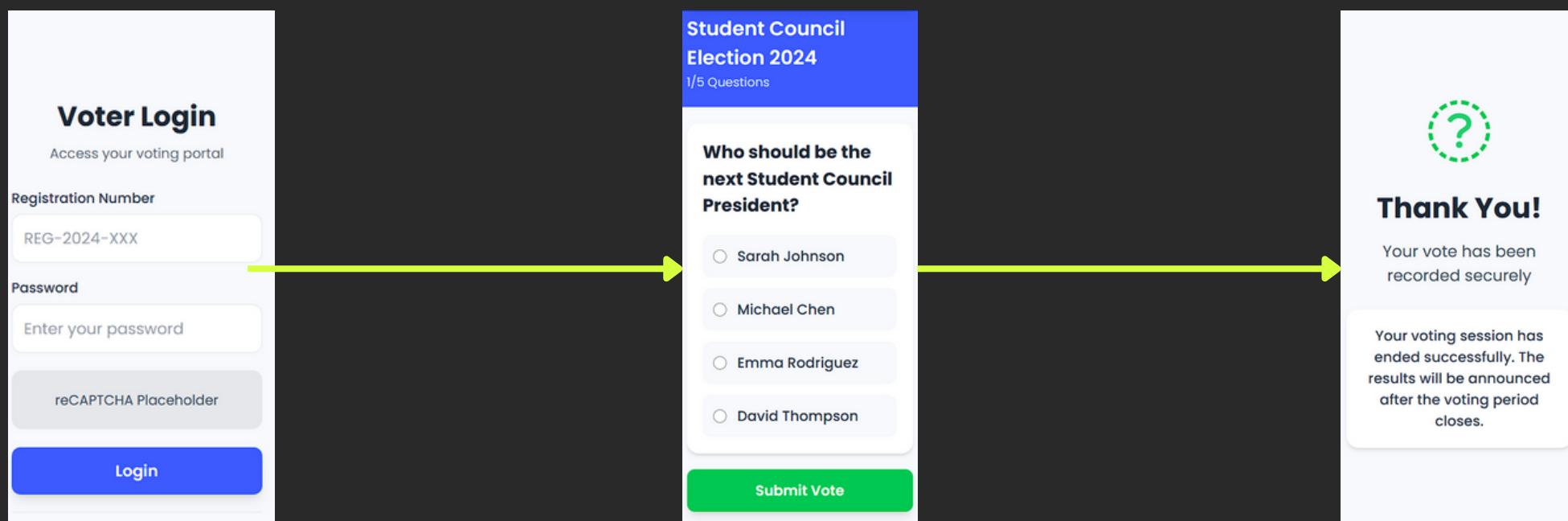
PROTOTYPE

2025

Admin Flow



Voter Flow



PAIN POINTS

1

Proxy & Identity Vulnerability

Institutions struggle to prevent proxy voting and identity misuse. A reliable mechanism is needed to ensure each vote is authentic.

2

Lack of Real-Time Transparency

Admins have limited visibility into voter activity and election health. This results in uncertainty and reduces trust in the voting process.

3

Complex User Experience

Voters often find digital election interfaces confusing or overwhelming. Complicated steps lead to errors and lower participation rates.

UI/UX



Case Study



THANK YOU

TRUSTPOLL

2025