Action Analysis for OpaVote

1) Go to a web browser and type www.opavote.com and hit enter.
2) In the upper right corner of the screen, click the avatar silhouette to sign in.
3) Login with your credentials from an external source (Google or Facebook are the fastest if you're regularly logged in on your computer or mobile device.)
4) Assess the various information on the page and click "Create Election" to get started.
5) Input information into the required fields (specifically "Election Information" and "Description") to allow voters to know the details of the poll.
6) Save your progress by clicking the "Save Information" button at the bottom-center of the screen.
7) Click the voters tab and input the various email address of the individuals that will be participating in the poll.
    a) There is also an option to manually upload a document file to automatically assign email addresses.
8) OpaVote will then notify you of the validity of the email addresses receive. Click "x" on the popup box to continue.
9) Click the "Preview Voting Page" and add choices to the ballot if you have not done so already. Save your information again.
10) Click the "Preview Voter Email" page and click "Vote" in the middle of the screen.
11) The UI will notify to user to confirm everything is correct. If you followed all of the steps appropriately, click the "Confirm" box to proceed. If not, revisit a previous step and correct and issue or input more information.
12) The UI will take the user to a "Vote Pending" screen. Wait until all voters are finished, or click "Stop Voting" to proceed.

Two Areas To Improve

While the UI is pretty straightforward for technologically adept individuals, there are at least two areas that could be improved. The first area is with respect to signing into an account or making an account. The initial page has two options on the page "Try for Free" and "Sample Vote." While "Try for Free" specifically states that it won't cost anything to "try," it does make the user aware that there is a money component to using the website. Other successful programs and websites have used the terms "Create Trial Account" instead, which specifically informs the user that they are creating an account as well as it having a trial status. This can be more comfortable for those with financial hardships.The other problem is "Try For Free" does not necessarily mean the user will be creating an account or will have a final product. "Try" is a very vague word.

Secondarily, in general the UI does not make a good usage of the "Visibility" Principle. That is, many of the tabs are a similar color as the rest of the webpage. While this is rather boring to look at (which is typical for voting websites) it causes the user to spent more scanning the page for information on what to do next or where to go. This is also problematic, as the page does not

notify the user of what the next step should be. There are various tabs, but usage of the Feedback Principle would be ideal to highlight the next tab or give a popup of what to do next (preferably without having to manually close it each time). These adjustments would improve the overall experience of the user and save time.

Input Options

I think that having the option to input email addresses as a file is perfectly acceptable, and in many cases, optimal. How often do we really need to use a voting site for a handful of friends or peers? Is a group social media message or text not sufficient? This is more applicable for club meetings or office situations in which there is a large number of potential decision makers and feedback is not easy to receive. Consider a business office or university club that has over one hundred members. I would be difficult to be inclusive when attempting to acquire every vote. This option would allow for the poll creator to quickly input many addresses instead of manually typing (and likely causing mistakes) for so many users.