

# UMD Info Challenge 2024

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Team: IC24015

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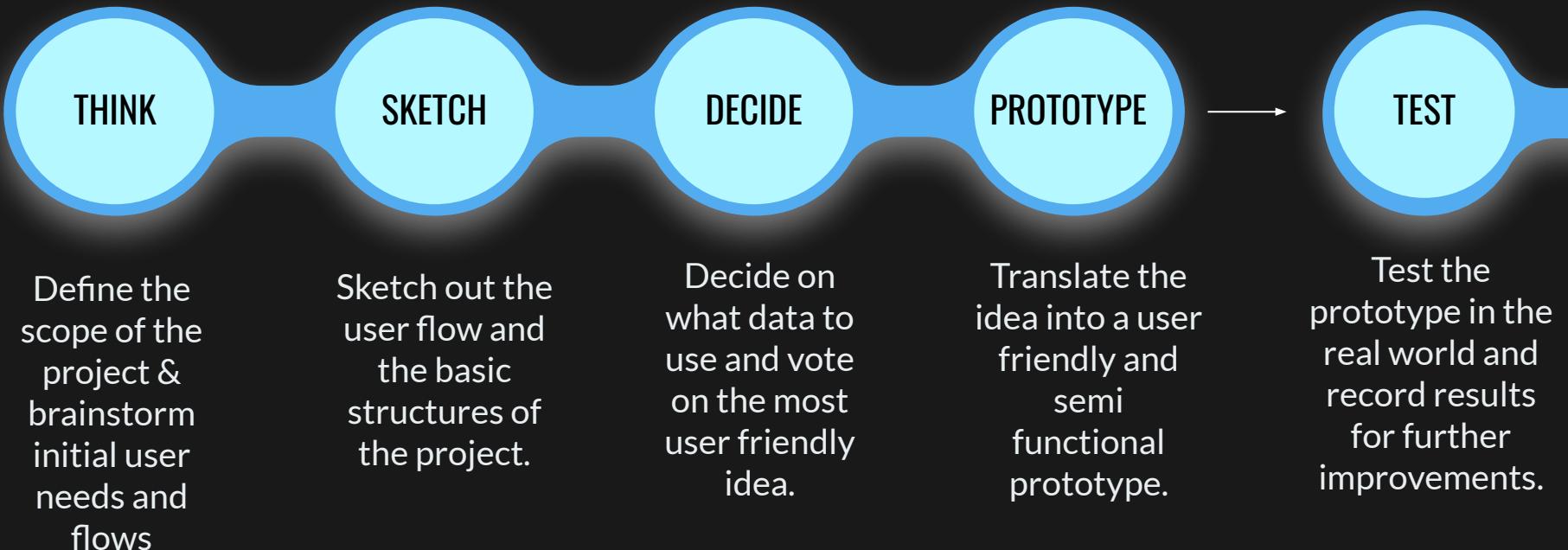
# PROJECT PROMPT

In line with Vertical Apps' directive, we undertook the challenge of creating a political alignment assessment tool. This tool aims to match users with political candidates in their area whose beliefs align most closely with theirs. Vertical Apps is dedicated to civic duty and emphasizes this commitment through the development of data-driven solutions, particularly focused on empowering individuals to make well-informed decisions.



# OUR DESIGN PROCESS: A MODIFIED SPRINT

||||



# VERGE

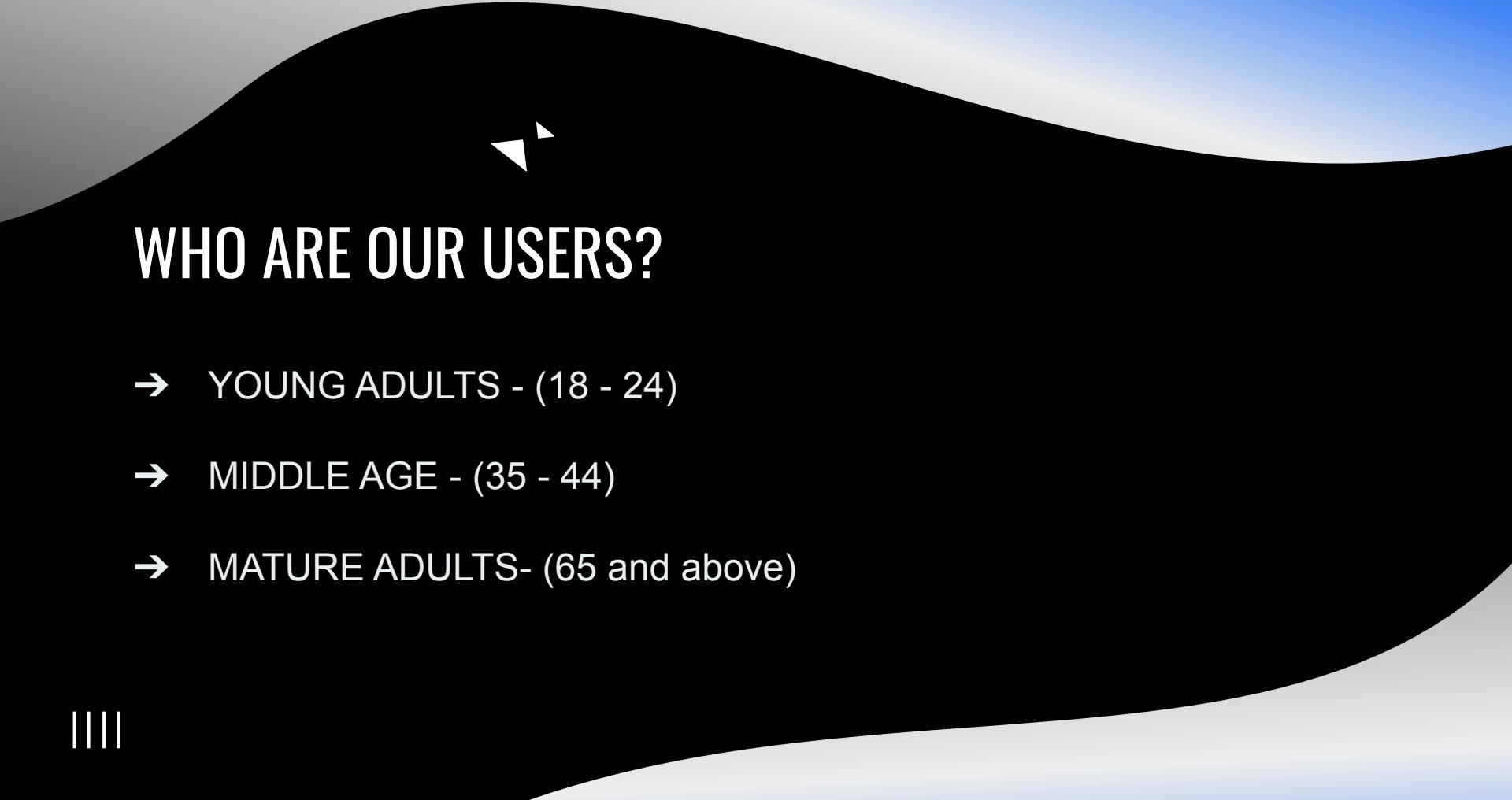
ON THE EDGE OF POLITICAL FREEDOM



# How does Verge approach this challenge?

- User friendly first approach
  - ◆ Our design prioritizes ease of use and seamless interaction
- Focus on Accessibility Features
  - ◆ Committed to inclusivity by incorporating robust accessibility features.
- Data backed queries
  - ◆ Delivering accurate and relevant information
- Limited Data Collection
  - ◆ Respecting user privacy is a core principle





# WHO ARE OUR USERS?

- YOUNG ADULTS - (18 - 24)
  - MIDDLE AGE - (35 - 44)
  - MATURE ADULTS- (65 and above)
- 

# Emily Rodriguez



Age	21
Sex	Female
Education	Junior at UMD
Occupation	Research Assistant
Status	Single
Location	Rockville, MD

## POLITICAL IDENTITY



CONSERVATIVE   MODERATE   LIBERAL

## PERSONALITY

OPEN MINDED

ADVOCATE FOR EQUALITY  
INCLUSIVE

## BIOGRAPHY

Emily Rodriguez, a vibrant 21-year-old with a passion for creativity and a heart full of dreams. Born and raised in a small town, Emily has always been known for her warm and friendly demeanor. She's currently a student at a local university, pursuing her degree in graphic design, where she unleashes her artistic flair. In her free time, Emily enjoys immersing herself in various forms of art, from painting to photography. She has a keen interest in nature and often finds inspiration in the world around her. Emily is also an avid reader, finding solace in the pages of novels that transport her to different realms of imagination.

## CORE NEEDS

- Equality and Anti-Discrimination Policies: She wants candidates who are consistently advocating for equal rights and protection of the LGBTQ+ community.
- Progressive Immigration Policies: She supports lenient immigration policies due to having family members who have immigrated from the Dominican Republic
- Reproductive Rights: She wants to support candidates who fight for the reproductive rights of all women

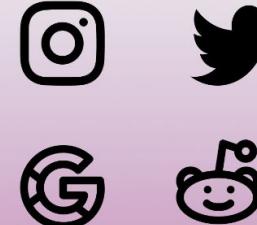
## FRUSTRATIONS

- Lack of Inclusivity: Tired of candidates who use the LGBTQ+ community for political points and not out of genuine support of the marginalized group
- Reproductive Rights Restrictions: She feels frustrated when candidates actively restrict a women right to abortions .
- Stringent Immigration Policies: As a immigrant herself she dislikes the current restrictive immigration policies and closed borders

## TECHNOLOGY PROFICIENCY

- Moderate Skills: Emily possesses moderate technological skills, being a big part of Social Media, she is able to navigate applications and websites.
- Advanced Exposure: She is very familiar with advanced features and functions of digital platforms, preferring straightforward interfaces.
- Adaptive Learning: She maintains a keen willingness to learn and embrace new technologies that have the potential to enrich her daily life.

## APPLICATION PREFERENCES

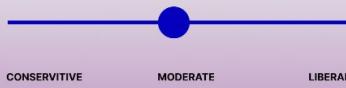


## Brason Mitchell



Age	41
Sex	Male
Education	Undergrad at MIT
Occupation	SWE at Amazon
Status	Married
Location	Brooklyn, NY

### POLITICAL IDENTITY



### PERSONALITY

DISCIPLINED

ANALYTIC  
THINKER

RESPONSIBLE

DEDICATED

### BIOGRAPHY

Brason Mitchell, a 41-year-old happily married software engineer (SWE) who finds joy in both his professional and personal life. Dedicated to his family, he cherishes the stability and love they bring to his life. With a passion for coding and problem-solving, Brason navigates the dynamic tech world with a blend of expertise and a strong commitment to his role as a supportive husband. Balancing the complexities of software development with the simplicity of shared moments with his spouse, Brason embraces the harmony between his career and family life.

### CORE NEEDS

- Economic Stability: Ensuring candidates support policies that promote economic stability and growth is crucial.
- Work-Life Balance Advocacy: Prefers policies that acknowledge and support work-life balance as the nuclear family structure is an important value for him.
- Healthcare Access: Comprehensive, affordable, and accessible healthcare policies are essential for the well-being of his family.

### FRUSTRATIONS

- Lack of Tech Understanding: Frustration arises if the political candidates lack a comprehensive understanding of technology and the unique challenges faced by professionals in the tech industry.
- Absence of Work-Life Balance Policies: If political candidates do not address or support work-life balance initiatives and policies, it could be frustrating.
- Healthcare Concerns: He requires for the political candidates to advocate for comprehensive and affordable healthcare policies, especially when considering the well-being of him and his family.

### TECHNOLOGY PROFICIENCY

- Advanced Skills: Brason is extremely proficient in fundamental technological skills, effortlessly navigating simple to advance applications and websites for personal and professional use.
- Limited Exposure: Brason might be less familiar with the intricate features of some digital platforms, as his focus is often directed toward specialized tools and technologies relevant to his profession.
- Opportunity Seeking: He actively seeks opportunities to enhance his understanding and application of emerging digital trends.

### APPLICATION PREFERENCES



# Robert Thompson



Age	72
Sex	Male
Education	High School
Occupation	Retired Veteran
Status	Married
Location	Miami, FL

## POLITICAL IDENTITY



## PERSONALITY

DISCIPLINED

PATRIOTIC

RESILIENT

LOYALTY

## BIOGRAPHY

Robert Thompson, a 72-year-old retired veteran from Miami, Florida, served his country with honor before retiring. He values traditional beliefs, fiscal responsibility, and strong national defense. Despite his age, Robert remains engaged in political discourse, prioritizing candidates who align with his conservative ideology. Married and deeply rooted in his community, John actively advocates for veterans' rights and seeks candidates who support their needs. He possesses a strong sense of duty and resilience, shaped by his military experience, and approaches politics with a blend of wisdom and commitment.

## CORE NEEDS

- Seeking Clarity: Robert wants clear and concise information to help him make informed decisions about political candidates.
- Confidence in Choices: He desires confidence in his choice of candidates, ensuring they align with his values and beliefs.
- Simplified Process: He seeks an easy-to-use platform that simplifies the candidate selection process, considering his busy retired lifestyle.

## FRUSTRATIONS

- Information Overload: Robert feels overwhelmed by the abundance of political information available, making it challenging to discern relevant details.
- Uncertainty: He struggles with uncertainty about which candidates best represent his ideologies and beliefs.
- Lack of Trust: He is wary of biased sources and unreliable information, leading to skepticism about the credibility of political resources.

## TECHNOLOGY PROFICIENCY

- Basic Skills: Robert possesses basic technological skills and is able to navigate simple applications and websites
- Limited Exposure: He may be less familiar with advanced features and functions of digital platforms, preferring straightforward interfaces
- Willingness to Learn: Despite his age, Robert is open to learning new technologies that can enhance his daily life and experiences

## APPLICATION PREFERENCES





# WHAT GOALS DOES VERGE SET OUT TO ACCOMPLISH?

- Empower individuals of voting age to make informed decisions by aligning them with political candidates in their area who share their beliefs
- Promote informed decision-making by providing users with reliable data on political candidates and their platforms
- Track users evolving beliefs and values over time to better understand and cater to their needs and preferences as they change



# BRANDING

## Colors

Vertical Apps Brand Colors



Primary / B6279E



Secondary / A9DFF1



Tertiary / 207BCB

Text Colors



NAVY\_BLUE  
#080063



OFF\_WHITE  
#F5F5F5

Grey Colors



Gray 1  
#333333



Gray 2  
#4F4F4F



Gray 3  
#828282



Gray 4  
#BDBDBD



Gray 5  
#E0E0E0

## Typography

### OSWALD

Google Fonts

Aa

#### Heading

Line height and paragraph spacing for heading is 1.1 x font size

Name	Font size	Line Height	Line Weight
<b>Heading 1</b>	56 px	64 px	Bold
<b>Heading 2</b>	48 px	48 px	Bold
<b>Heading 3</b>	40 px	40 px	Bold
<b>Heading 4</b>	32 px	32.2 px	Bold
<b>Heading 5</b>	24 px	26.4 px	Bold

Name	Font size	Line Height
Lora	20 px	28 px

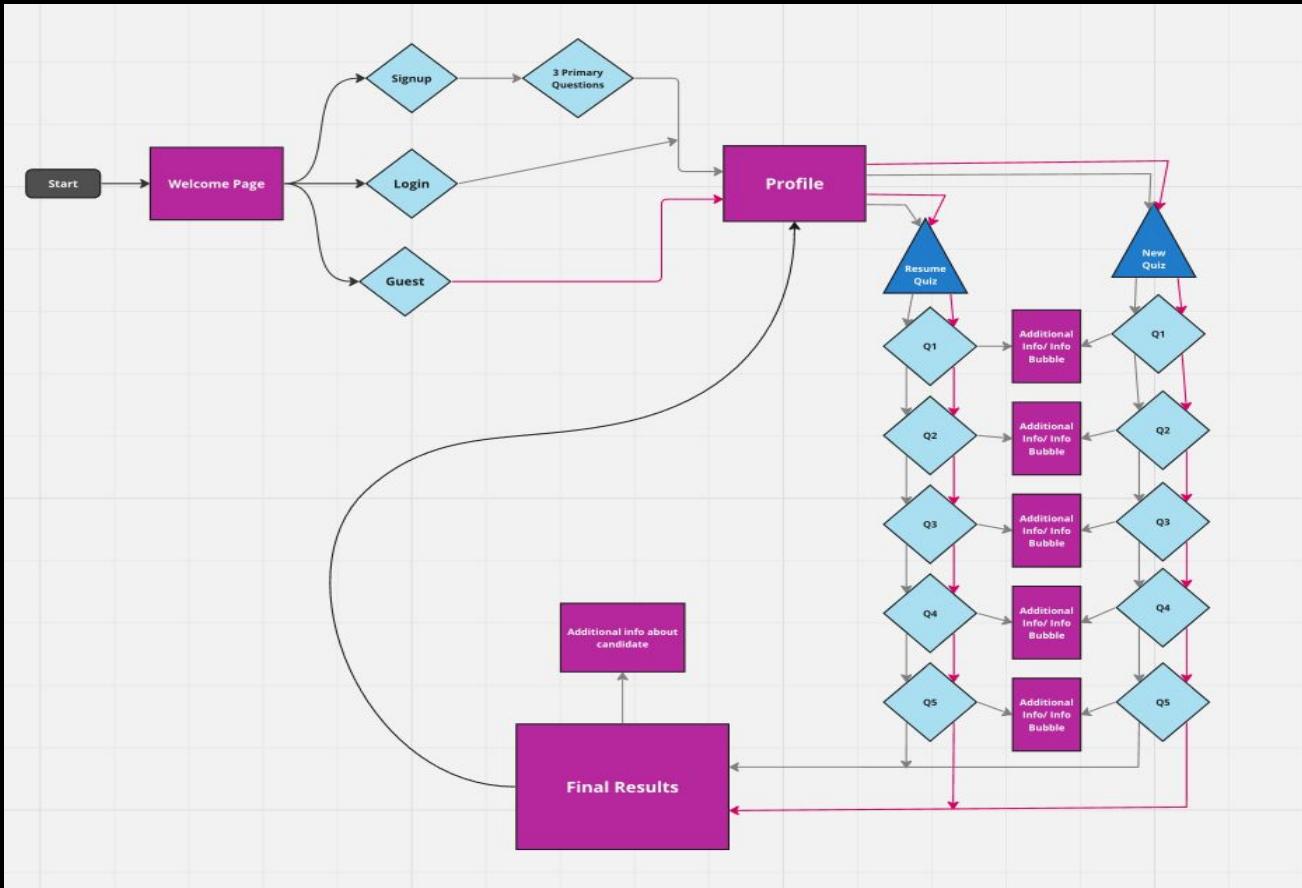
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Large Text Regular		

<b>Medium Text Bold</b>	16 px	22.4 px
Medium Text Regular		

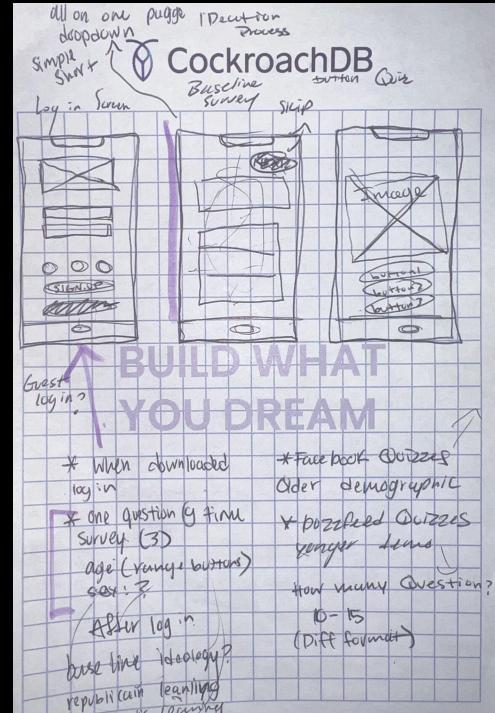
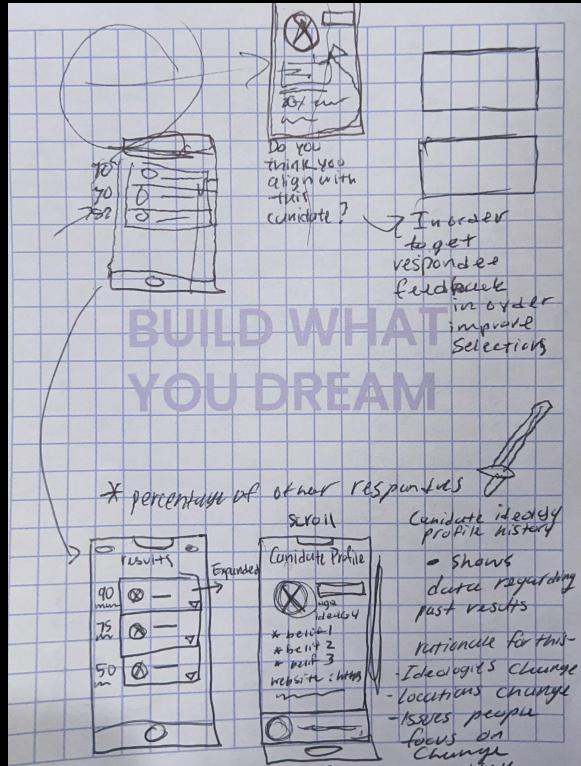
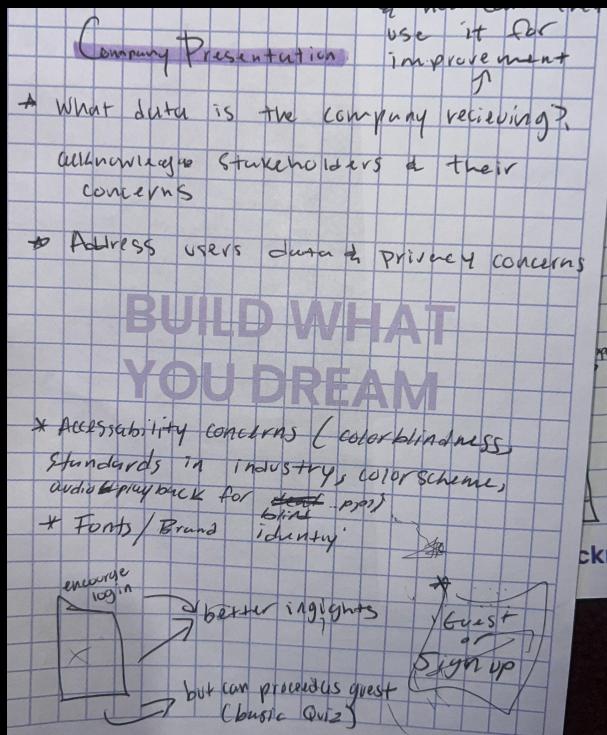
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Normal Text Regular		

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Small Text Regular		

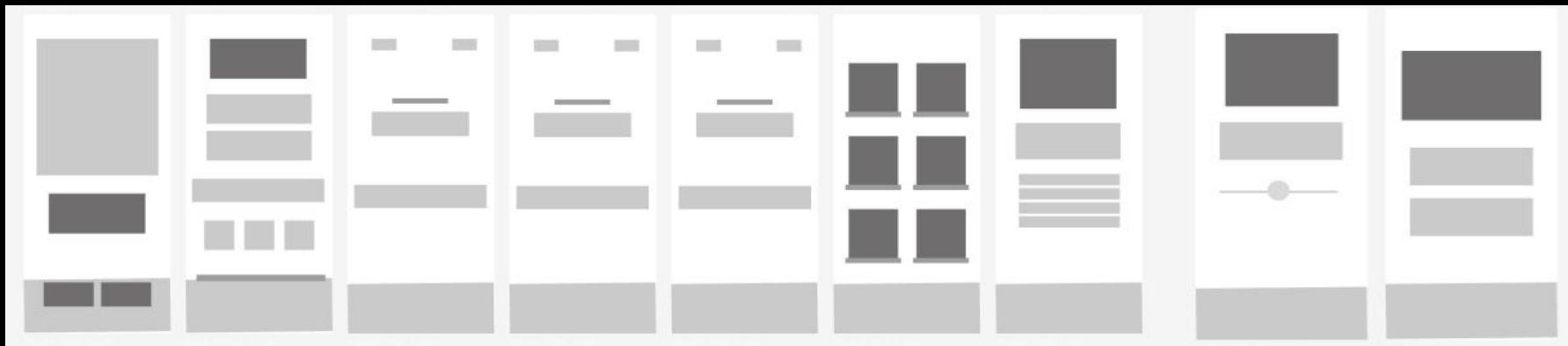
# USER FLOW



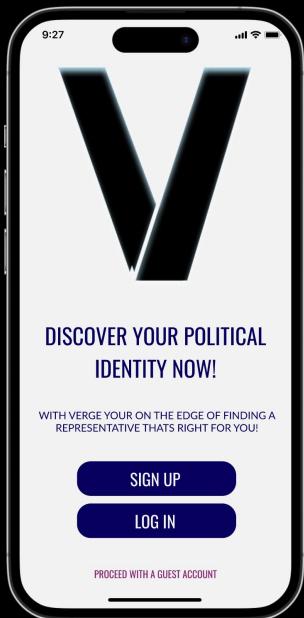
# MOCKUPS



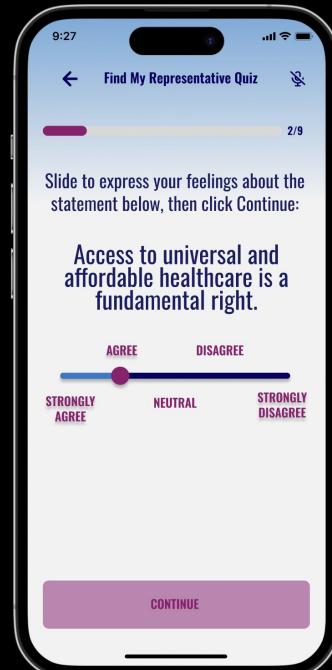
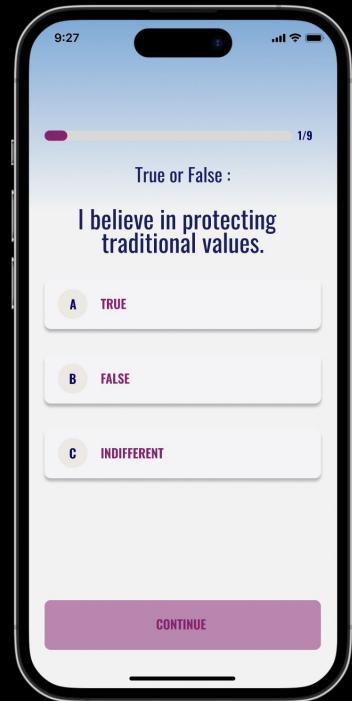
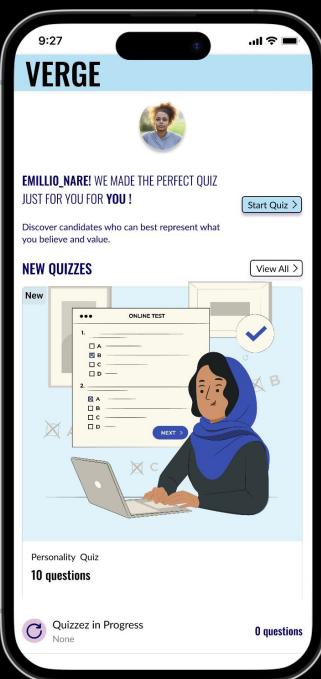
# LOW FIDELITY PROTOTYPES



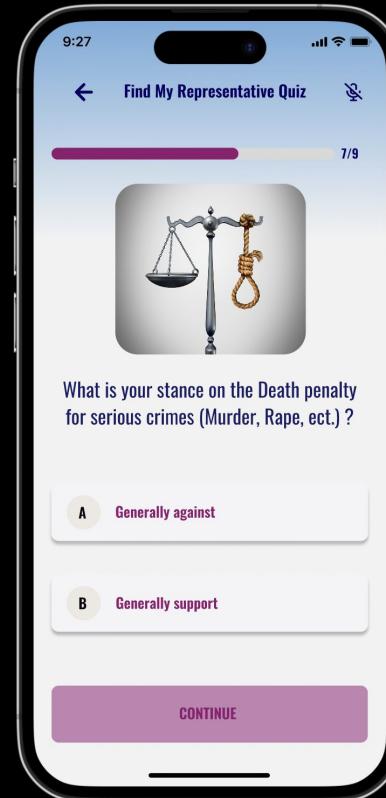
# HIGH FIDELITY PROTOTYPES



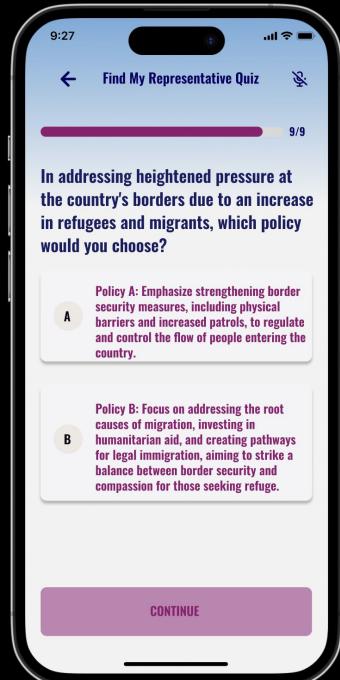
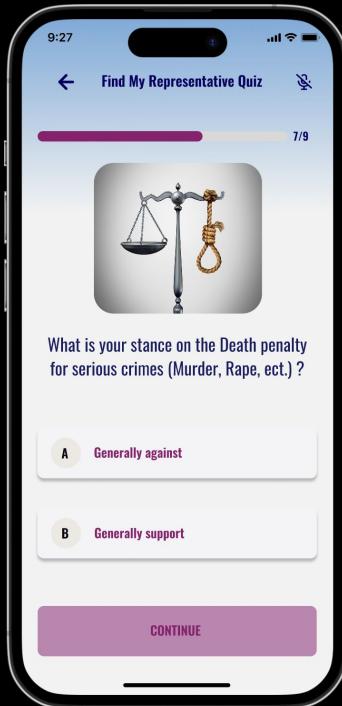
# HIGH FIDELITY PROTOTYPES



# HIGH FIDELITY PROTOTYPES



# HIGH FIDELITY PROTOTYPES



# FUTURE IMPROVEMENTS

- Allow more accessibility options.
- Use AI to generate more useful questions and gather valuable data to create more accurate candidate predictions.
- Provide more Educational Resources.
- Create a User feedback system to gather insight on the app's performance.



**THANK YOU**

