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Voting Candidate Matching Tool

1. **Research Question:** Designing an app for a political affinity quiz to help users identify their alignment with different political ideologies.
2. **Methodology:**
 - a. Discover user personas of the people who might use this.
 - b. Use online sources to get the best and accurate quiz questions.
 - c. Leveraging advanced design techniques to craft an optimal and highly user-accessible interface for the app.
3. **Programs Used:**
 - a. Figma
 - b. Google Docs
4. **Abstract:**

VerticalApps, a subsidiary of Mind Petal, is a leading tech-oriented software company located in Arlington, VA. Their expertise lies in intelligent automation, data analytics, and innovative software development. Infused with a robust company culture, VerticalApps not only upholds a steadfast commitment to civic duty but also amplifies this dedication through the development of data-driven solutions, with a particular focus on voting data.

For this project me and my team will be working on a design challenge for a Political Alignment Quiz App. Drawing inspiration from popular quizzes, we aim to develop an app that helps users discover their political alignment by addressing specific issues. This user-friendly app will guide individuals in understanding their political stance and connect them with relevant candidates in their voting district. It is also important to state questions that would help better understand what kind of mindset the user has.

In crafting the optimal solution for the Political Alignment Quiz App, we will employ industry-standard design methods, ensuring a comprehensive and user-centric approach. Our methodology involves the strategic utilization of common user personas to extract essential insights into demographic information, political affiliations, voting behavior, and technological proficiency. This meticulous process will guide us in tailoring the app's design to cater to the diverse needs of its potential users. In addition to leveraging AI for analysis, we envision incorporating AI-driven features within the app to

provide personalized assistance. This could include tailored recommendations, contextual help, and a more adaptive user interface, enhancing the overall user experience.

Throughout this undertaking, our intention is to craft a design that not only prioritizes user-friendliness and accessibility but also delivers the utmost accuracy in presenting political preferences for the individuals engaging with this application and provide the proper candidate recommendations.