



Voter Education / Experience Research

Columbia College Chicago

in partnership with Kin + Carta

THE TEAM

We are a group of Interactive Arts and Media Students mentored by Lauren Liss of Columbia College Chicago and Madison Ross-Ryan and Justin Peddycoart of Kin + Carta. We worked toward finding solutions for voter accessibility in American elections.

KIN + CARTA

MONTH-LONG REMOTE WORKSHOP

Collaborated with 206 participants, focused on the voter experience through the lense of service design.

SOLUTIONS GENERATED

- Develop a hub of local voting resources and voter education guides
- Establish consistent eligibility rules for voting
- Create an educational walkthrough for the voting process
- Make election day a paid holiday
- Plenty more

WHAT WE DECIDED TO BUILD ON

- Accessibility Research
- Conversational Educational resource



THE PROBLEM

THE YOUTH VOTE

Young people have voted at lower rates than other groups.

VOTER EDUCATION

Low voter turnout has been shown to have negative associations with social cohesion and civic engagement



01

PHASE ONE

THE RESEARCH

PROJECT DIRECTION

FINAL DIRECTION

- A well-researched and organized Case Study
- A high-fidelity Figma prototype
- An implementation pathway to hand off to an internal team to continue

WHY THIS?

- Figma allows us to visualize our solution without putting a lot of resources into development
- Voting is a really sensitive subject that requires research to do right
- User research is one of the main pillars of human-centered design

JOURNEY MAP

MIRO



SUMMARY OF RESEARCH



Color Theory

How color choice affects users. There are political, cultural, sensory, and aesthetic aspects of color.

Humor

Humor philosophy, or how humans perceive and react to humor. Is it useful? Necessary? How can we do it right?

Disability and Accessibility

Voting procedures in the US and how differently-abled people are compromised of their experiences.

Internet Inequality

Disparities of internet availability between different areas of America, specifically between different socioeconomic groups.

Interaction

User flow, user journey.

FINAL PROTOTYPE DIRECTION

Scope

- Young first time out of state voters

User Privacy

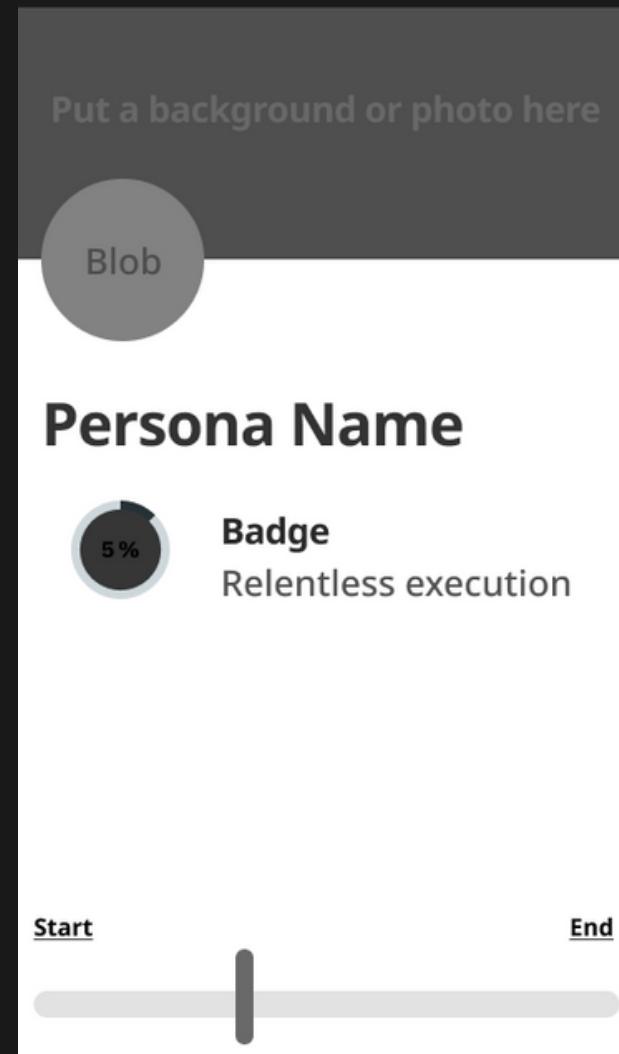
- No accounts
- Option to filter content that is specific to you

Mascot

- So the user doesn't feel like they're alone in the process
- Badges so you feel like you accomplished something

Subject matter

- Local elections had the largest knowledge gap
- Began imaging how to visually present content



What do you want to learn more about

Gerrymandering

Local elections

History, facts, & general terms

Local Elections

What the heck are they & why are they needed?

Upcoming Elections

Registration

Voting day necessities

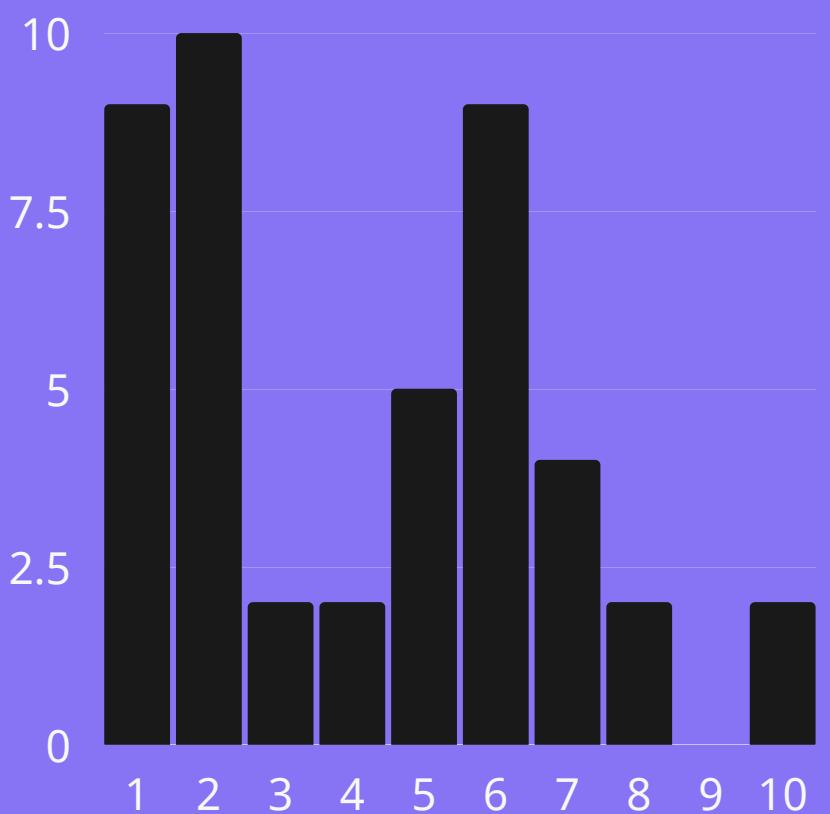
Pick a lesson that interests you or run through them all as a course to get a completion badge!

PHASE TWO

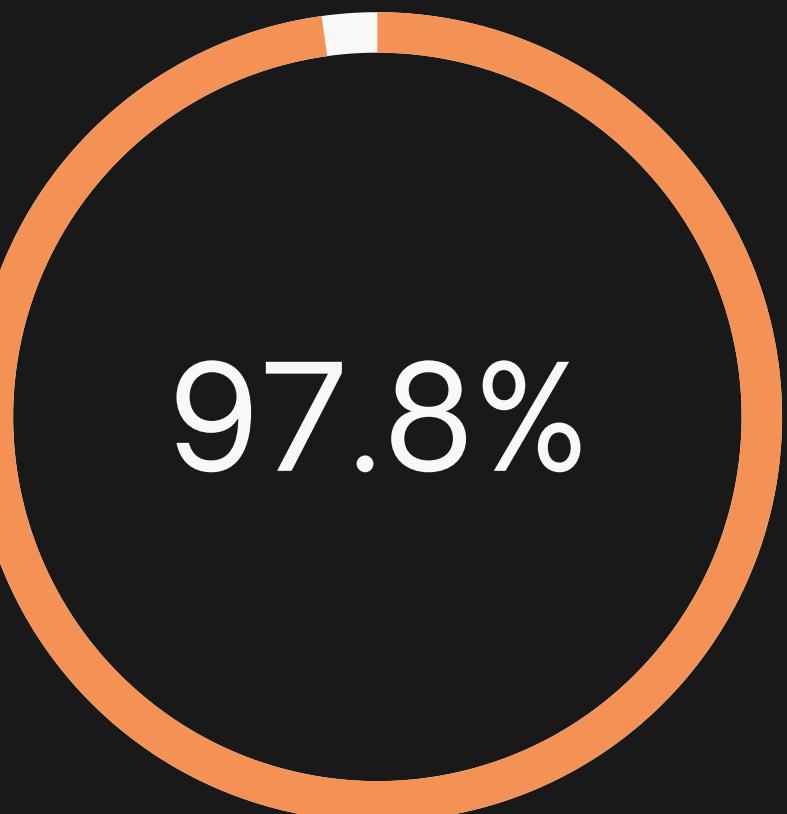
THE SOLUTION

USER SURVEYS

*Responses were collected through Google Surveys. They were sourced from college students directly from two universities and through social media.



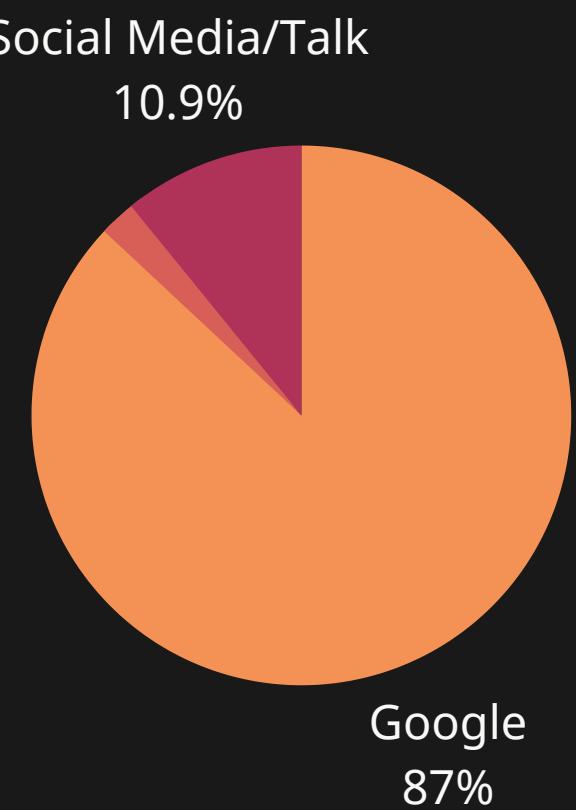
This chart shows where users scored themselves in terms of familiarity with local elections. 1 being not familiar 10 being most familiar



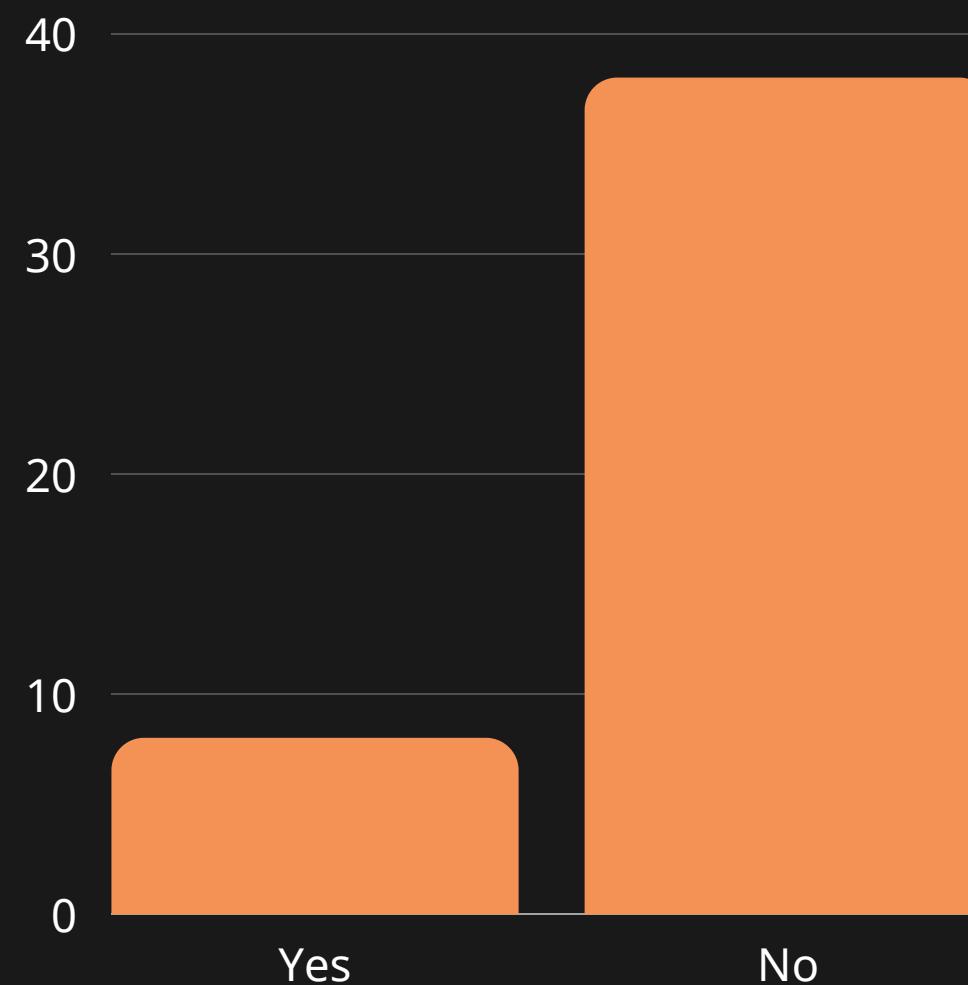
97.8% of participants believed that their votes mattered

With our survey we reached out to 15-20 year olds across the nation, and received 46 responses from 6 different states..

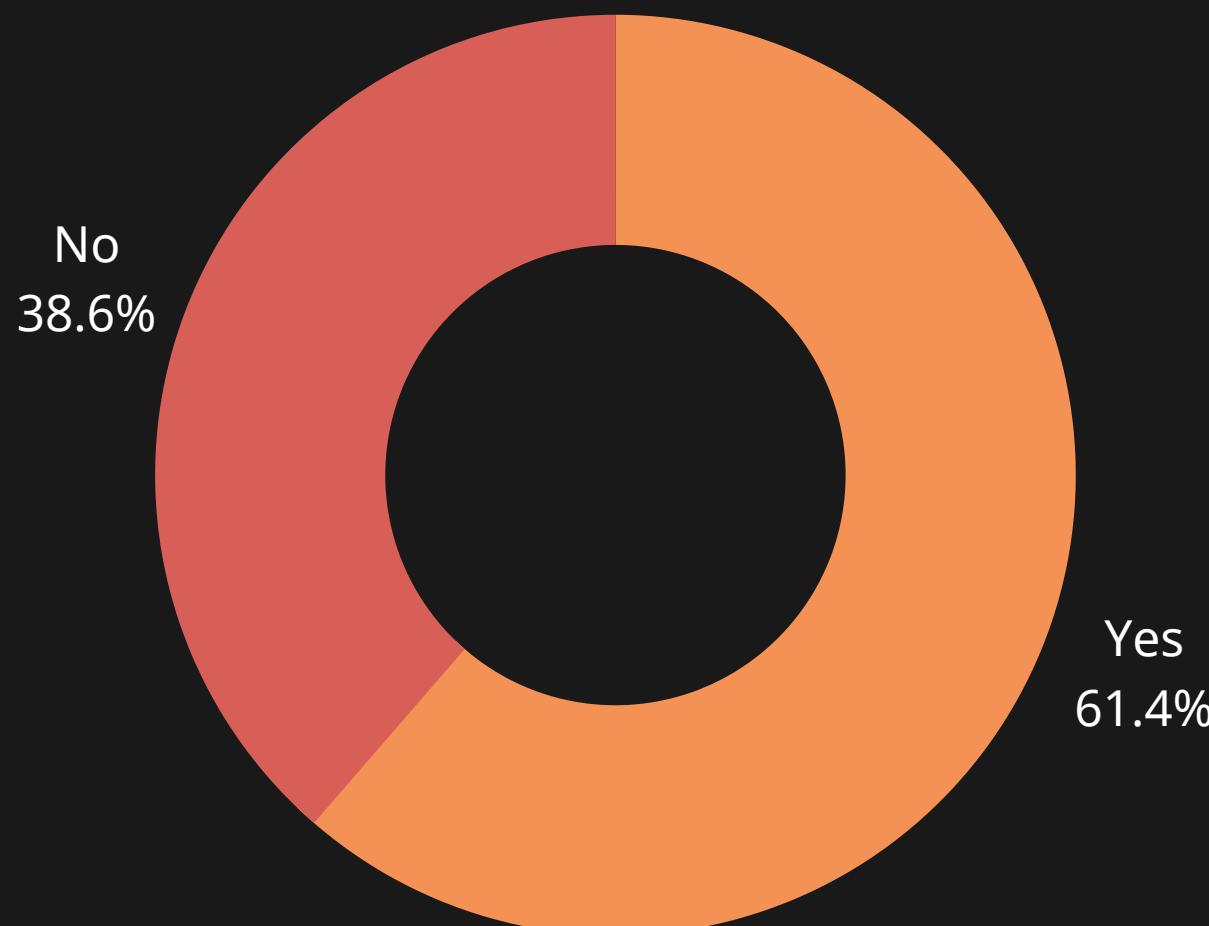
What do you do if you need to find information on who is on the ballot? (If you don't know, please tell us what you would try first)



USER SURVEYS



Do you know how to switch your residency to a different state?



Have you ever used a website with the intent of informing yourself about driving laws, renting laws, or any other type of legal information?

What is something you think you should know but don't about the voting process and/or local elections?

I know practically nothing, so any information would be helpful.

CONTENT WRITING

Voice Guide

While considering our target demographic we ultimately decided our tone and style for our writing would be informal, witty and at times sarcastic but never disrespectful. This would ensure our users would have a smooth, painless, and fun learning experience.

Lesson Plan

The lesson plan was decided through our survey results. The key concepts include:

- Explaining what local elections are and why they are important to participate in.
- Showing the positions up for election as well as explaining what they do and where to go for specific details.
- Who's eligible to vote, where to register, and what happens next.
- How to fill in a ballot, what to prepare and bring with on voting day.

STYLE GUIDE

Color Choices

Based on our initial Color Theory research and a round of color testing, we found this scheme to be accessible, meaningful, highly liked by our primary target audience. We stuck with purple as one of our primary motifs to represent bipartisanship and unity, as it mixes the colors of our primary two parties.

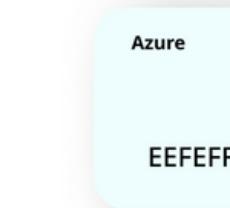
Primary Palette:

Showcases Service Personality

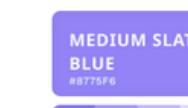


Secondary Palette:

Compliments the Primary Palette



Colors



Foreground



Mascot
CTAs
Highlights importance



Background



Accent



Body text



Success
Task Complete
Graphic Objects
Valid fields



Notification
Error
Invalid Field



Links

Primary

Secondary

Tertiary Brand

Dark

Text

Success

Error

Accent

Typography

Title/Header 1

Family: Noto Sans
Weight: Bold
Size: 64px
Letter Spacing: -2%

Header 2

Family: Noto Sans
Weight: Bold
Size: 40px
Letter Spacing: -2%

Header 3

Family: Noto Sans
Weight: Bold
Size: 24px
Letter Spacing: -2%

Subtitle/Body Large

Family: Noto Sans
Weight: Medium
Size: 24px

Body

Family: Noto Sans
Weight: Medium
Size: 16px
Line Height: 140%

Bold

Font Weight: Bold

Small

Family: Noto Sans
Weight: Medium
Size: 14px

Pre Title

Family: Noto Sans
Weight: Bold
Size: 10px
Letter Spacing: 3%

Button Text

Family: Noto Sans
Weight: Bold
Size: 10px
Letter Spacing: 3%

Link

Family: Noto Sans
Weight: Bold
Size: 16px

Title/Header 1

Header 2

Header 3

Subtitle

Body

Body

Smaller text here

PRE TITLE

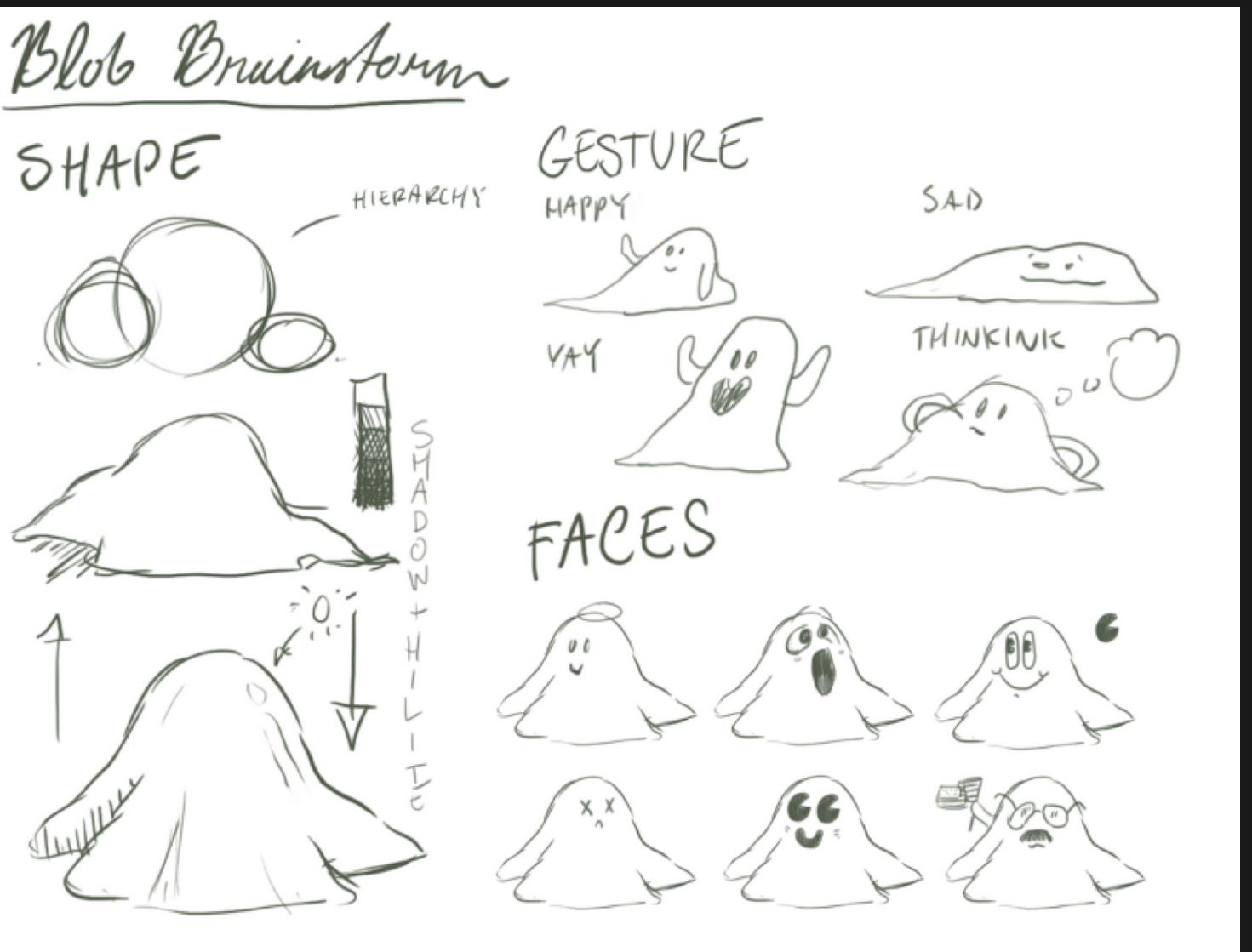
BUTTON TEXT

LINK TEXT

MASCOTS & BLOBS

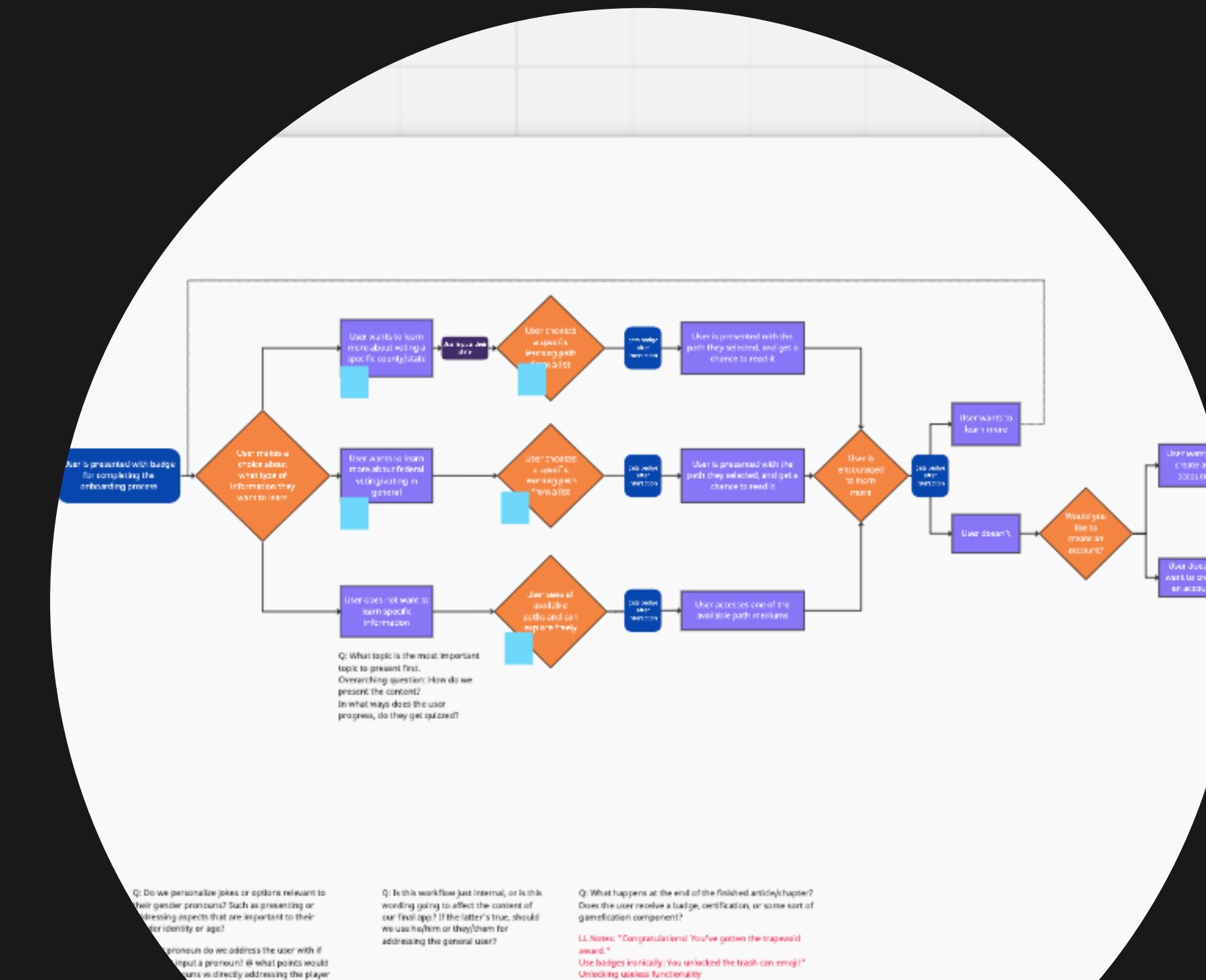
Meet AB, the Amorphous Blob

At the beginning of the semester our team fostered an interest in how humor and mascots contributes to the user's experience. We were particularly inspired by the Duolingo owl, a mascot that had gone viral for its sarcasm towards users learning a new language. After conducting research and an in-group poll, we decided that an amorphous blob would be our mascot of choice.

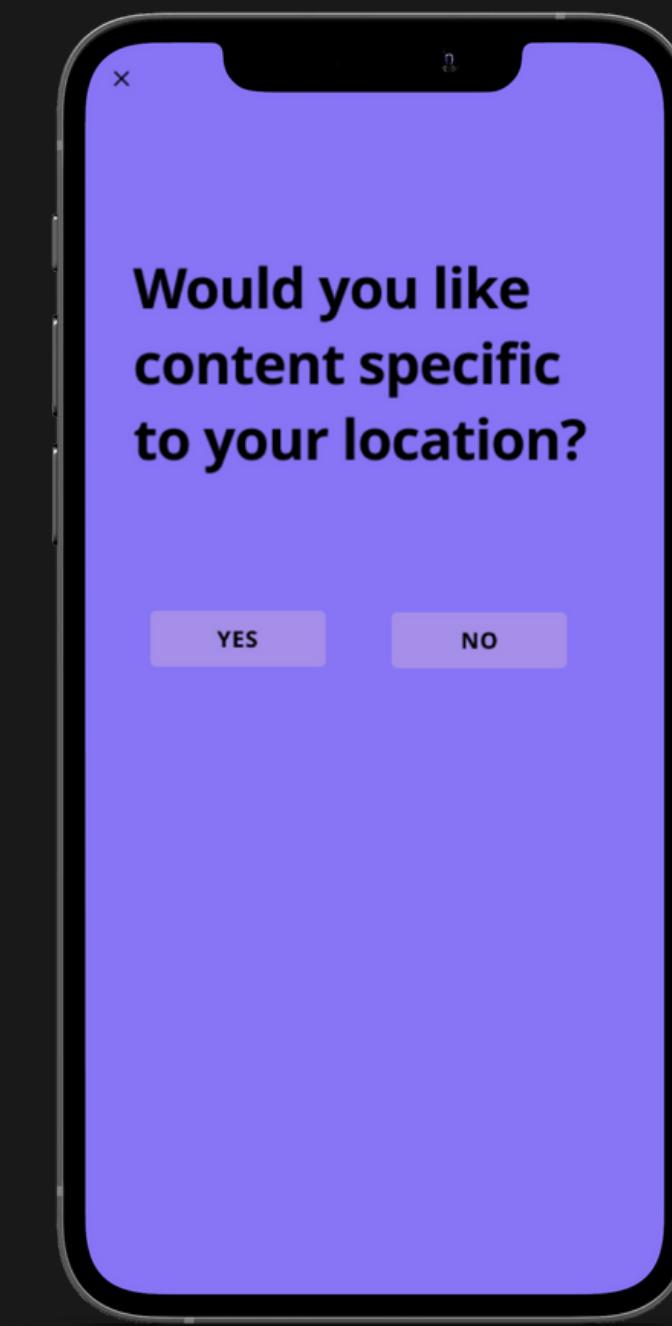


USER FLOW CHART

MIRO

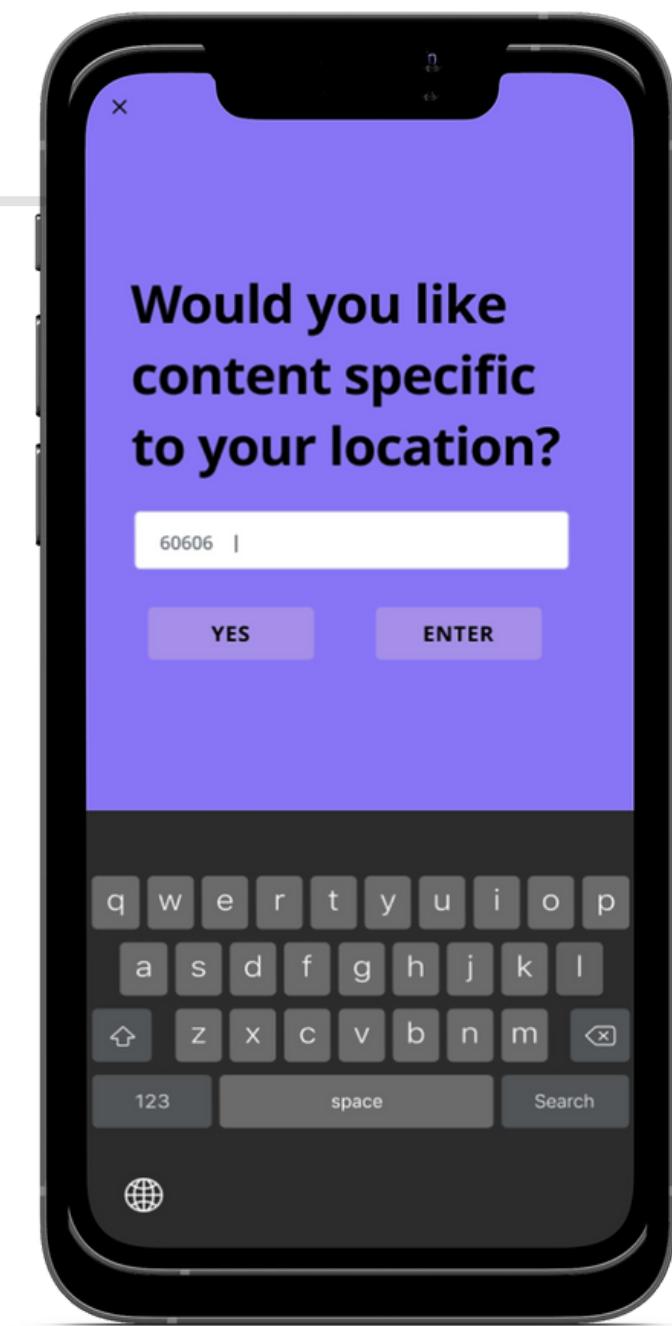


Splash page

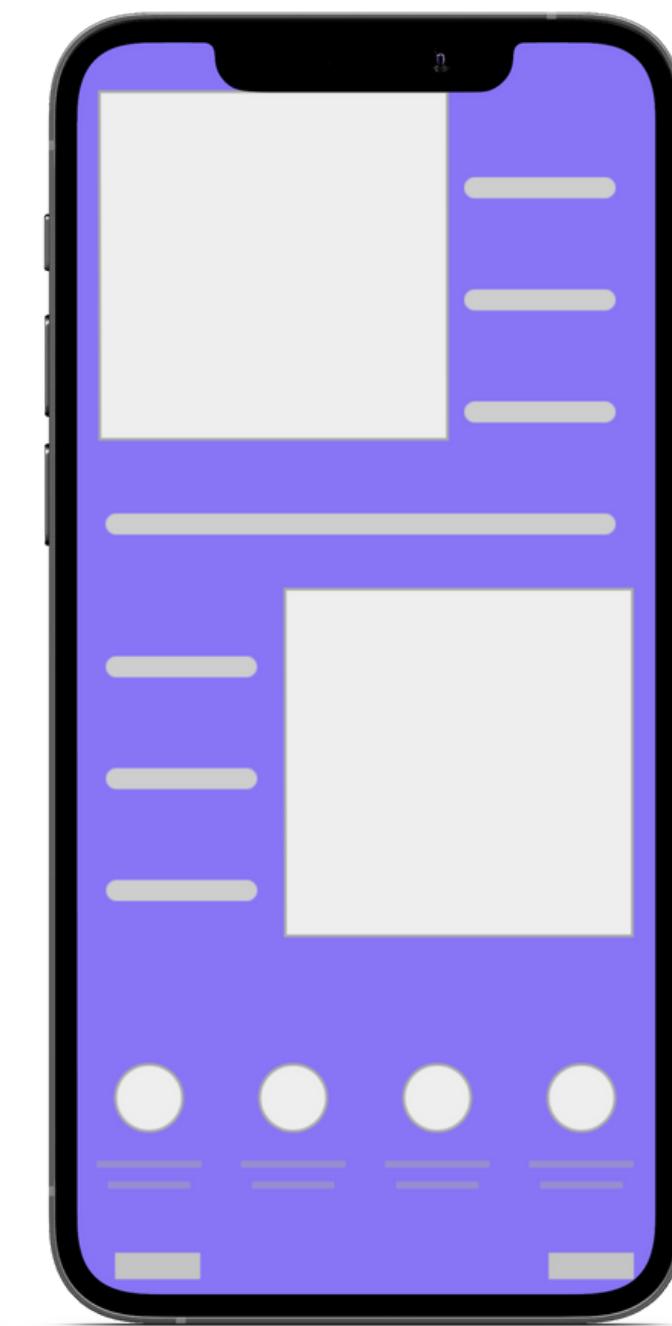


Option to filter relevant content

- User agency
- No accounts
- Data is a hot topic.
Our design is coming from an honest place
- The purpose of veer is more valuable than storing user data



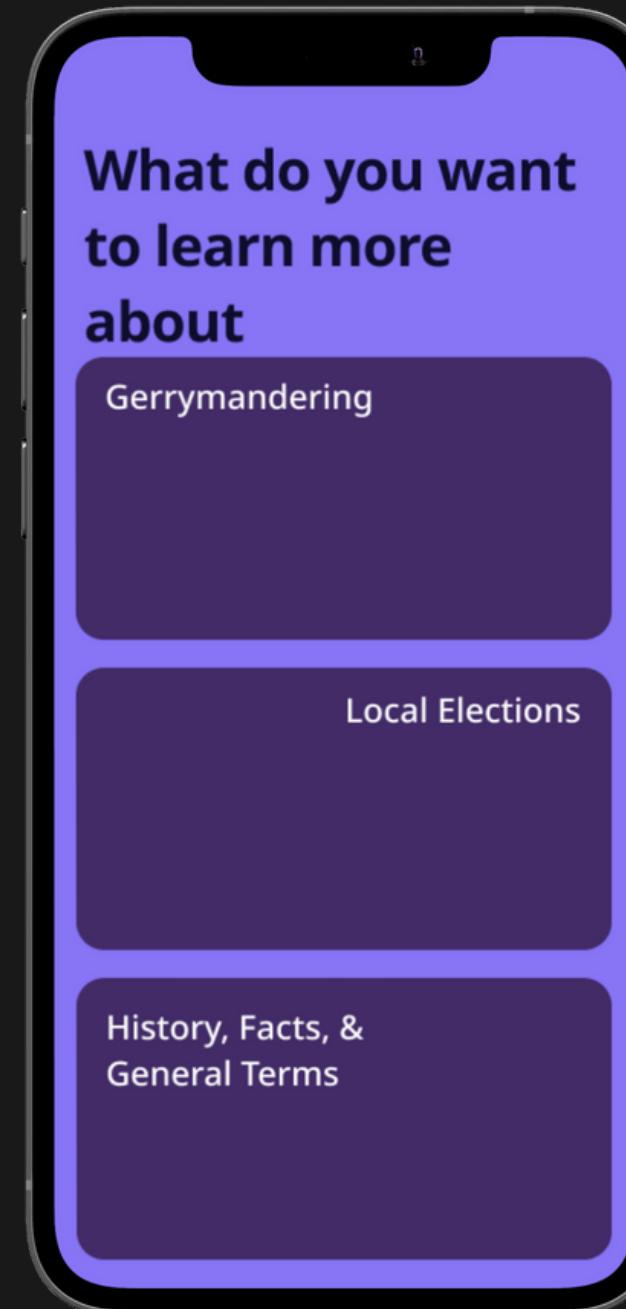
Loading animations



PROTOTYPES 2

Choose your learning path

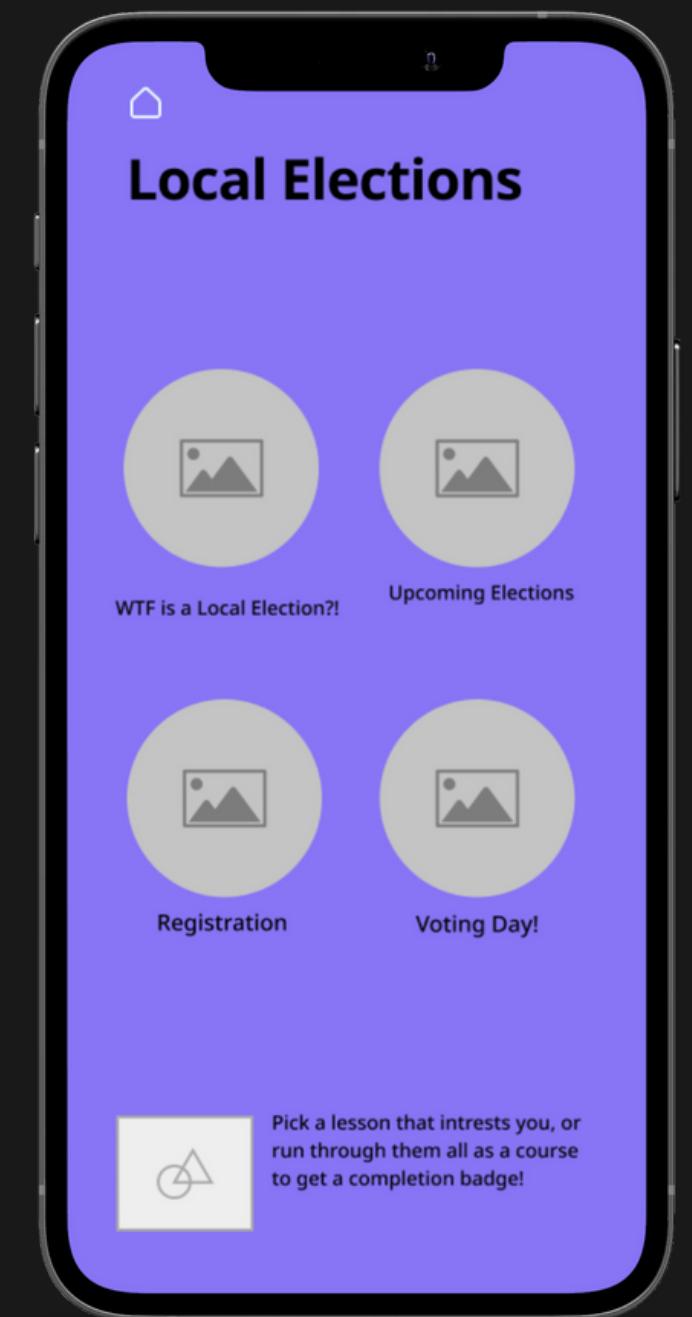
- Based on user research, we identified these topics had the largest knowledge gap. We decided to build out local elections for the scope of this project



History, Facts, & General Terms

Local Elections

Gerrymandering

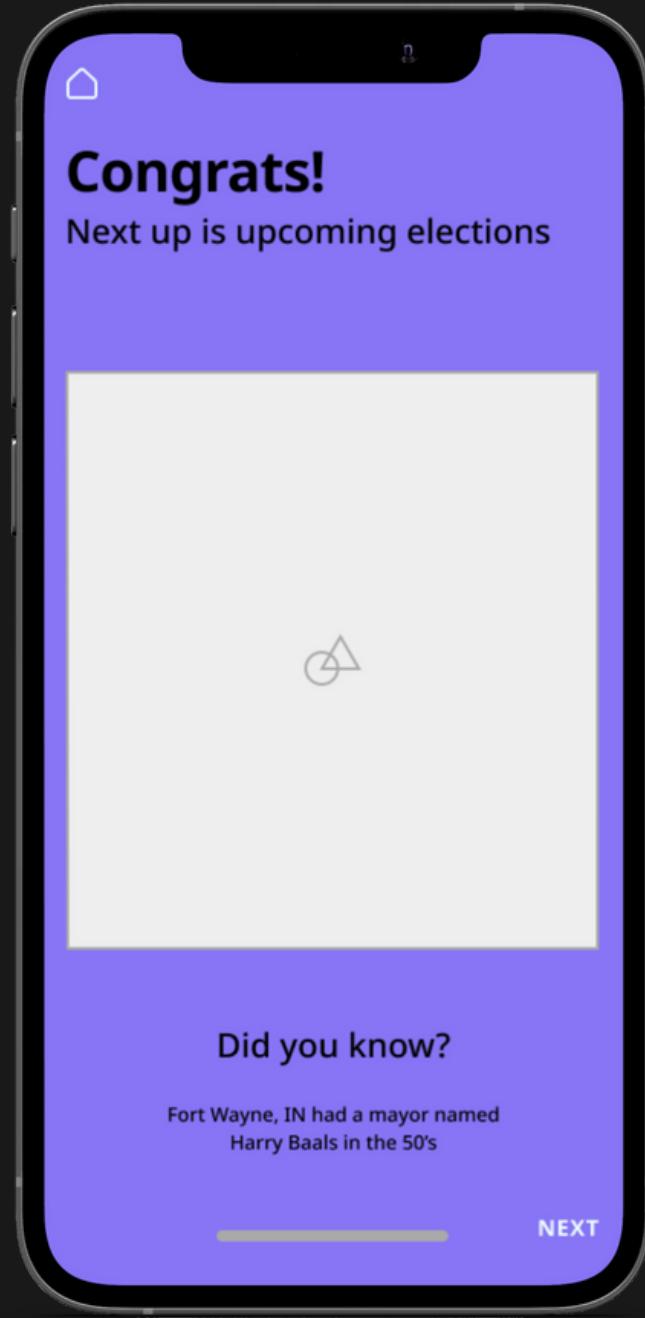
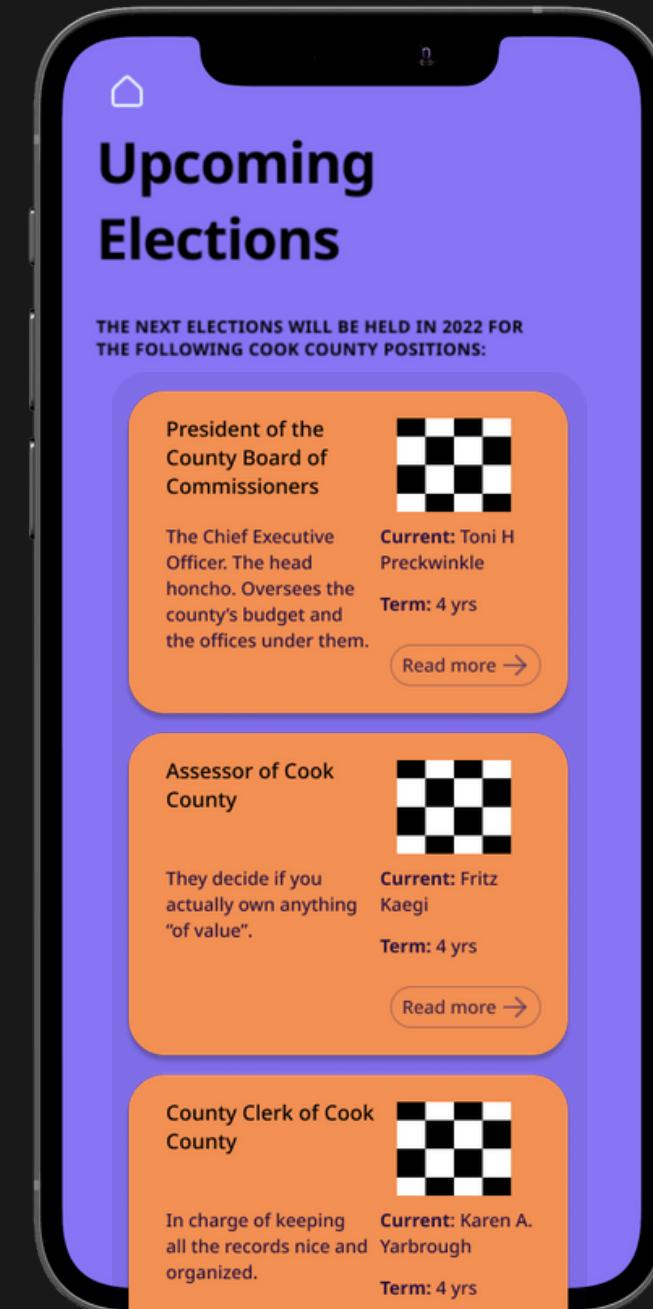


Earn a badge or browse

- Complete the entire path to earn a badge
- Freely browse content

Upcoming Elections

- Titles, factoids, and links to outside resources for current cook county office holders up for elections in 2022



Gamification

Congrats!

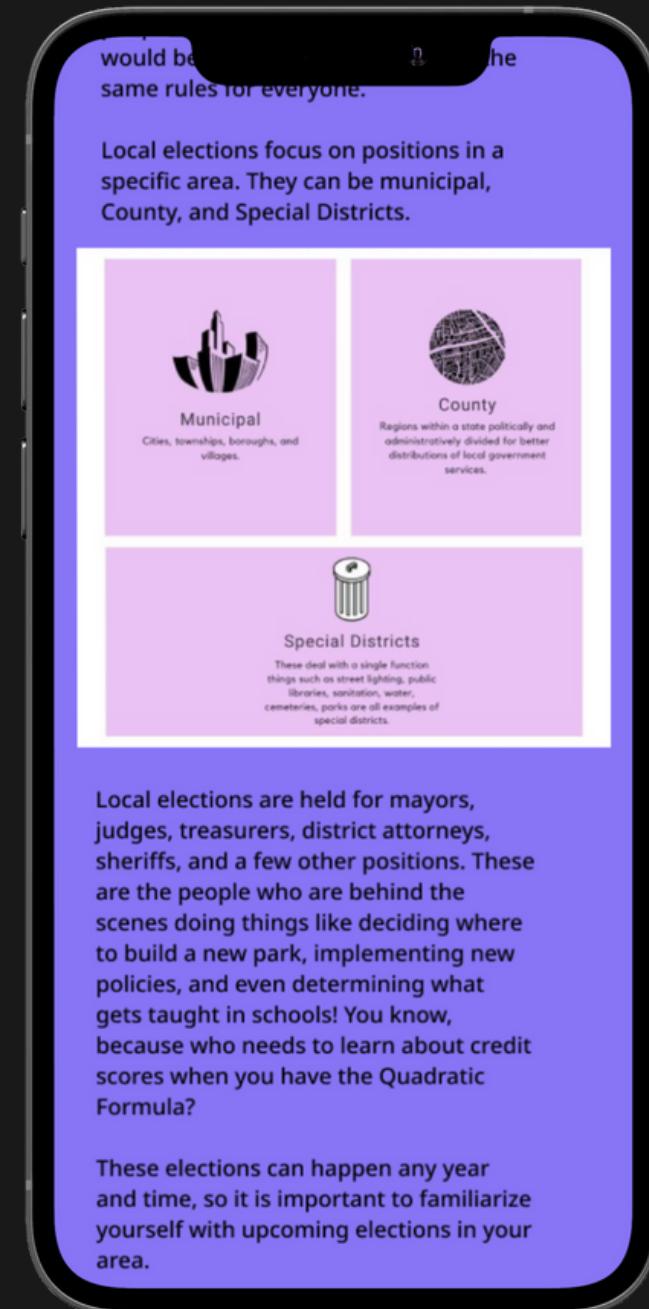
Next up is upcoming elections



Did you know?

Fort Wayne, IN had a mayor named Harry Baals in the 50's

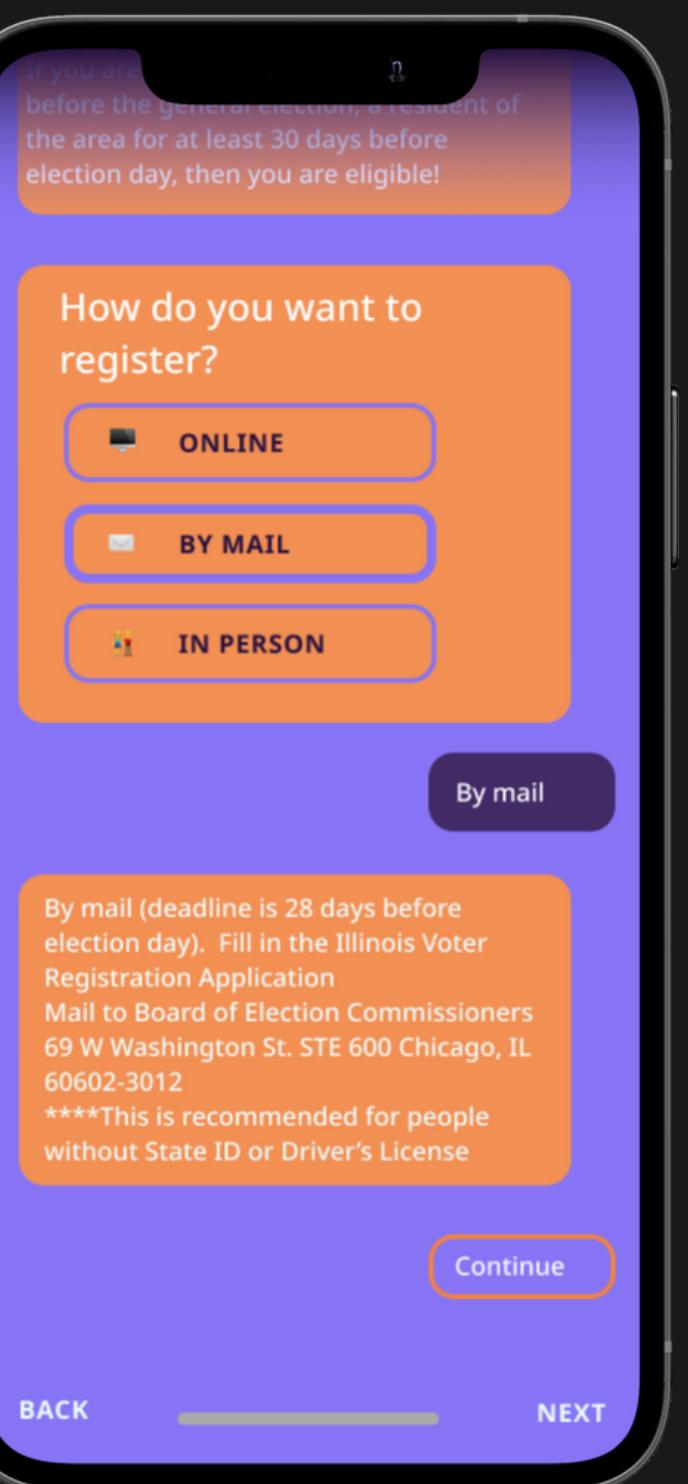
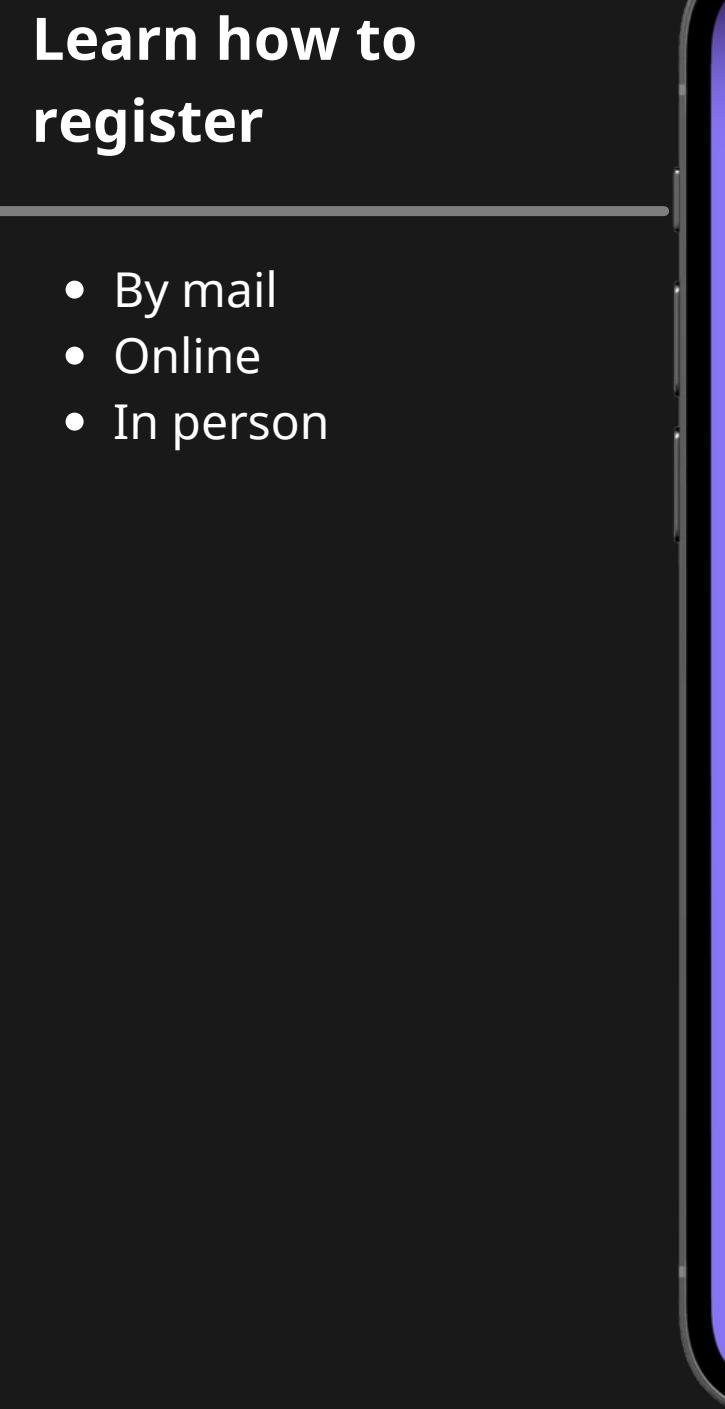
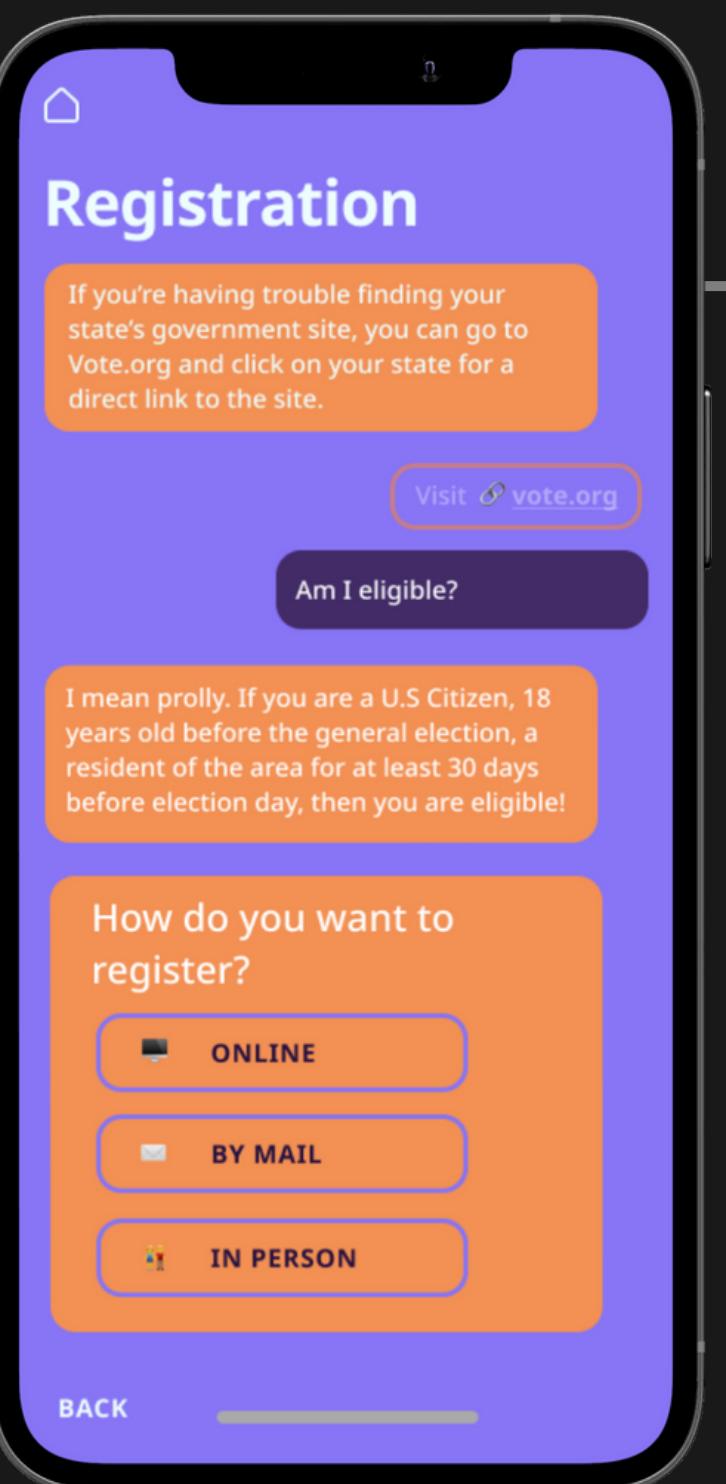
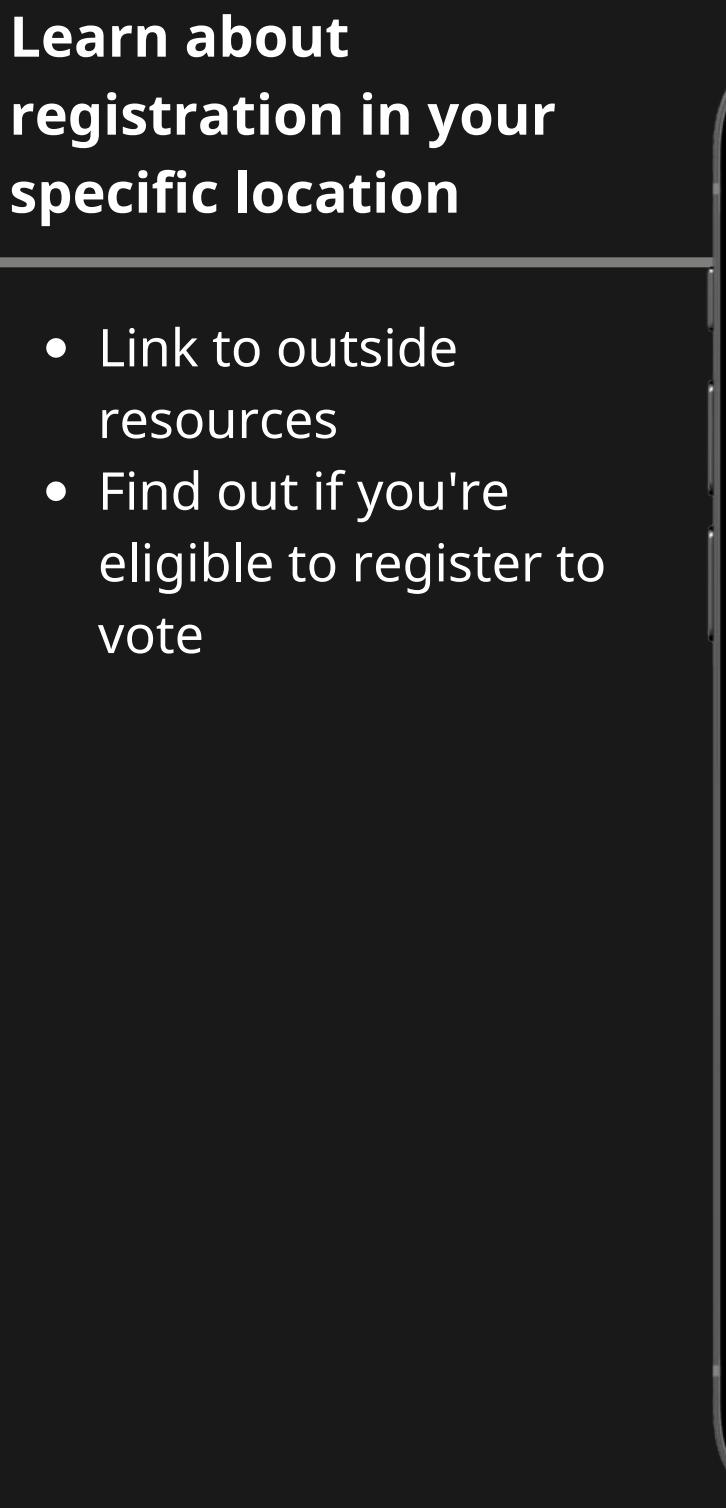
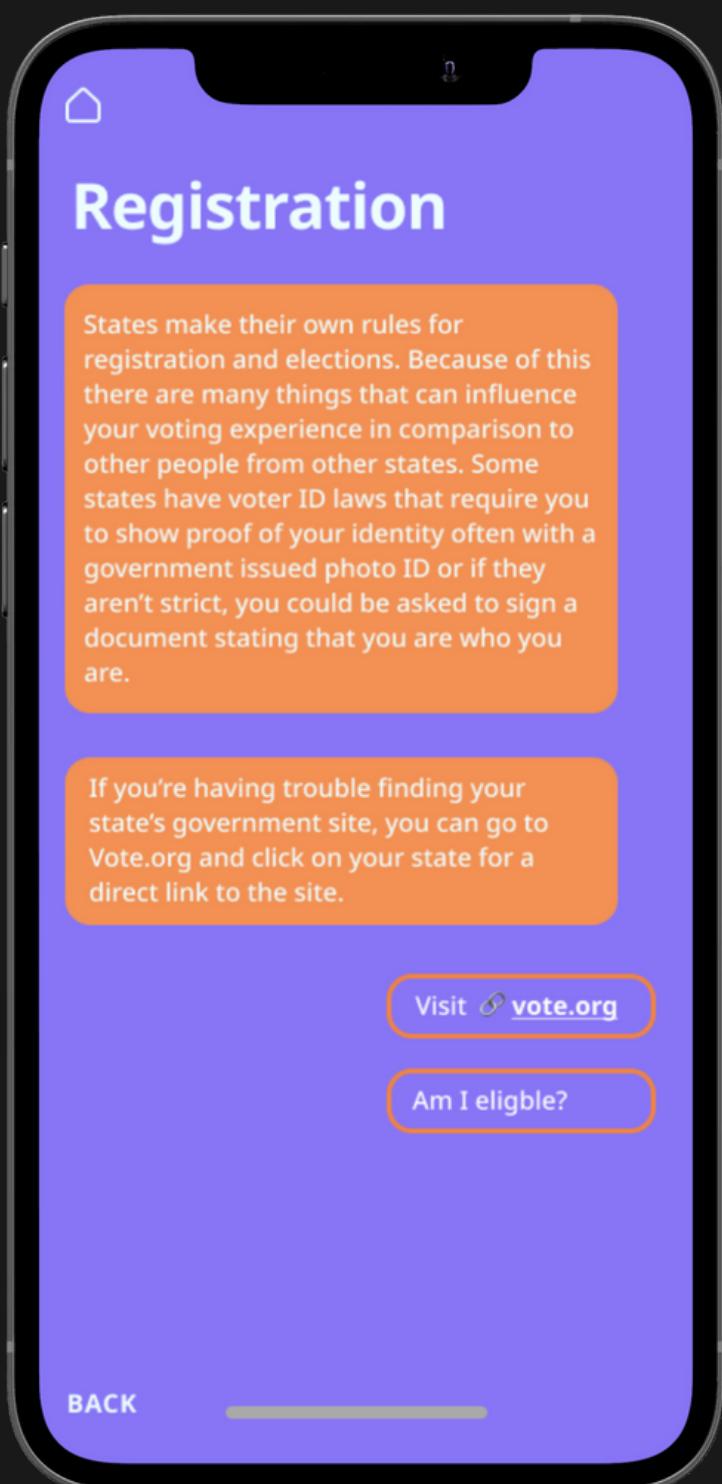
NEXT



WTF is a local election

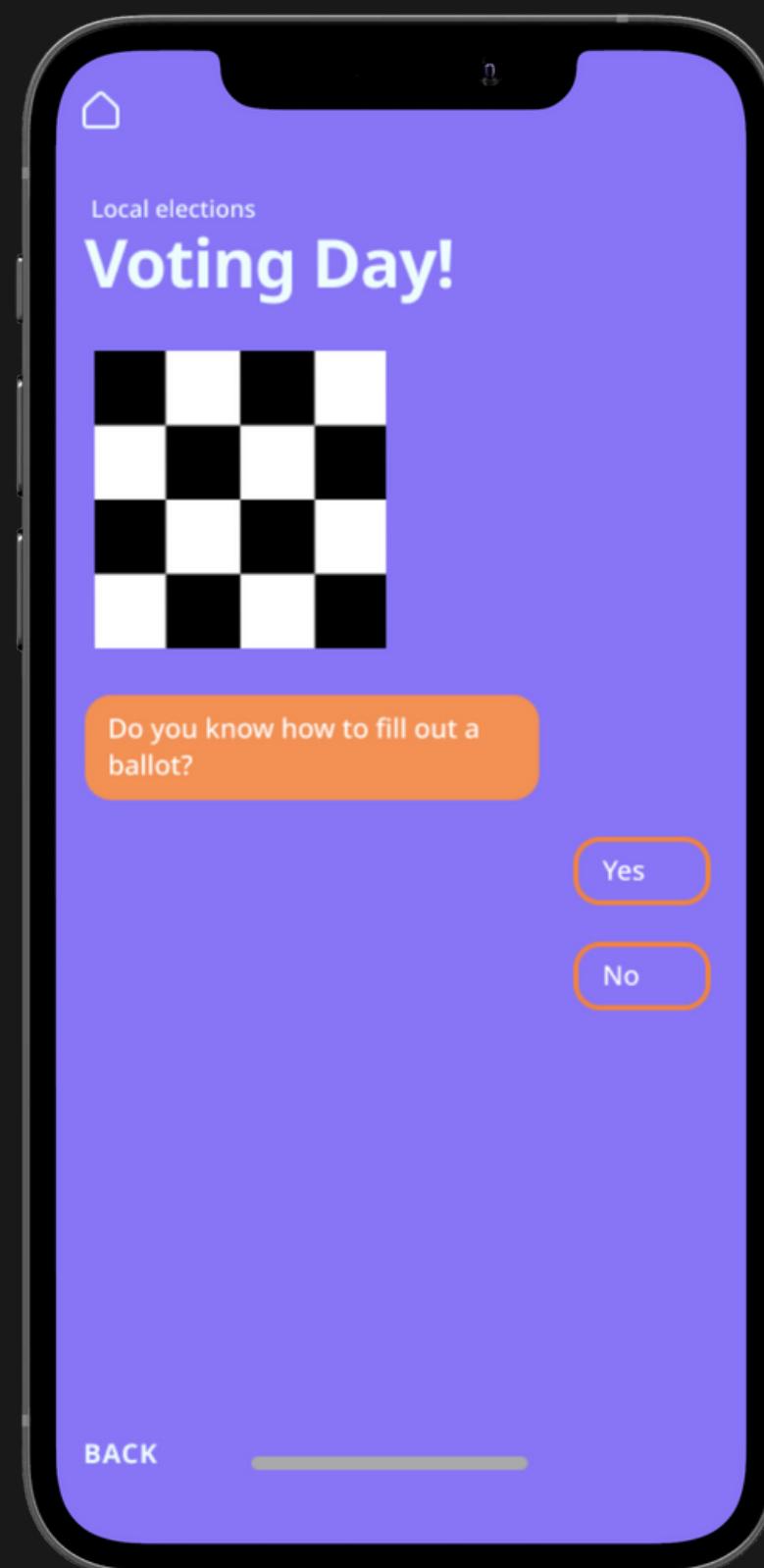
Mid-Fi prototypes

Mid-Fi Prototypes

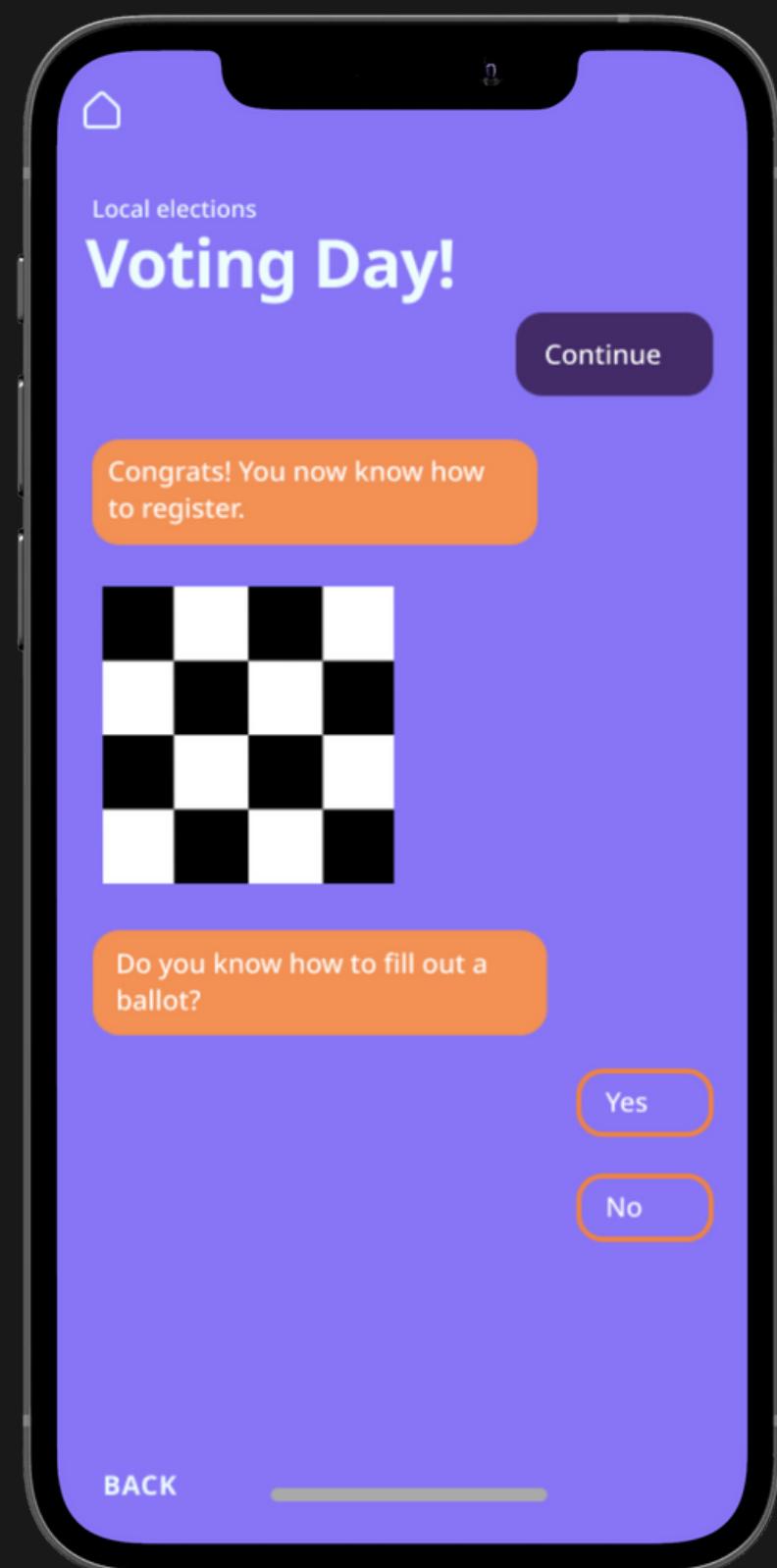


Mid-Fi Prototypes: Voting Day

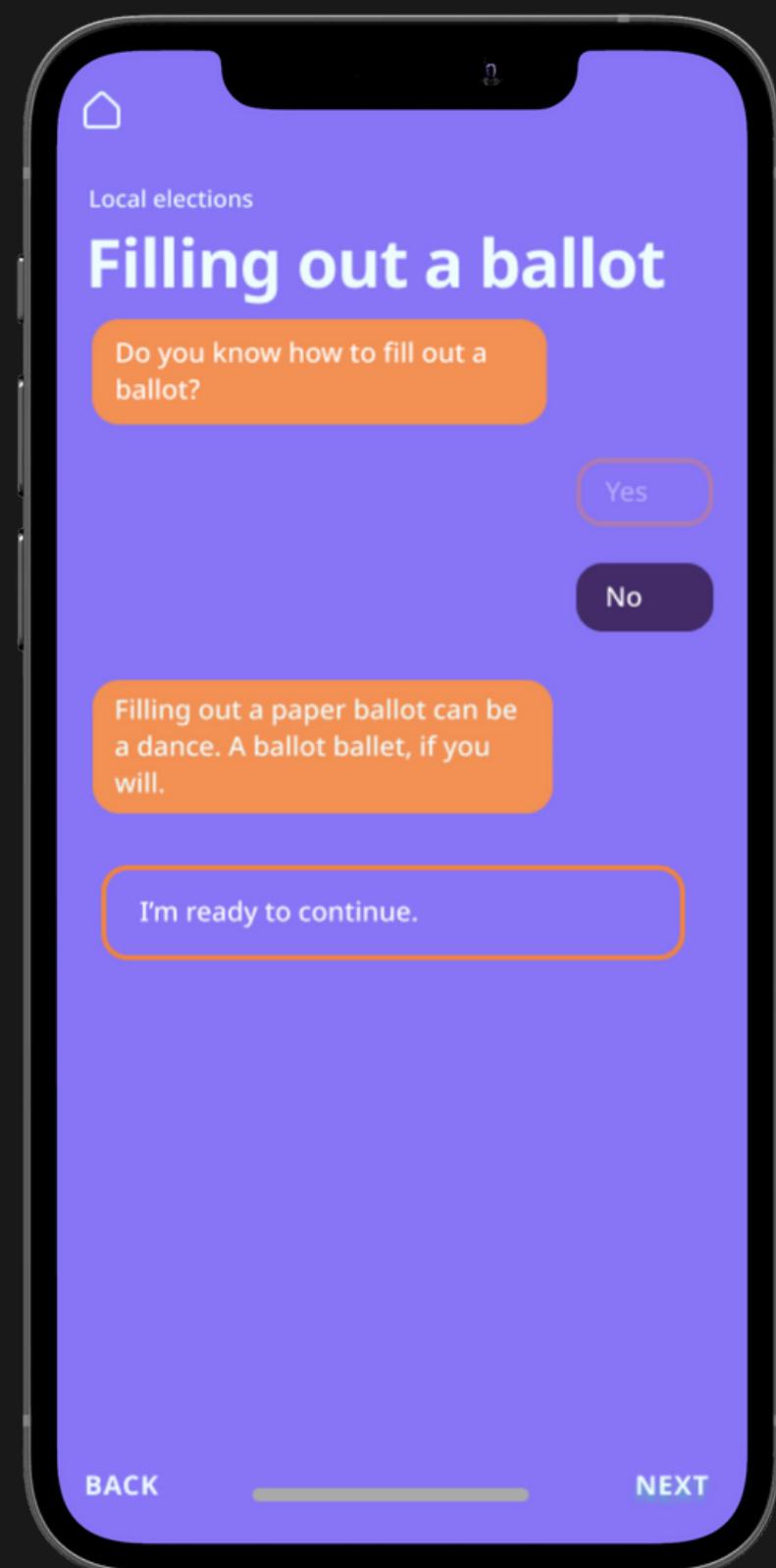
Copy SMS text format because it is familiar and intuitive.



Do you know
how to fill out
a ballot?



Congrats! You now know how
to register.



Filling out a ballot

Do you know how to fill out a
ballot?

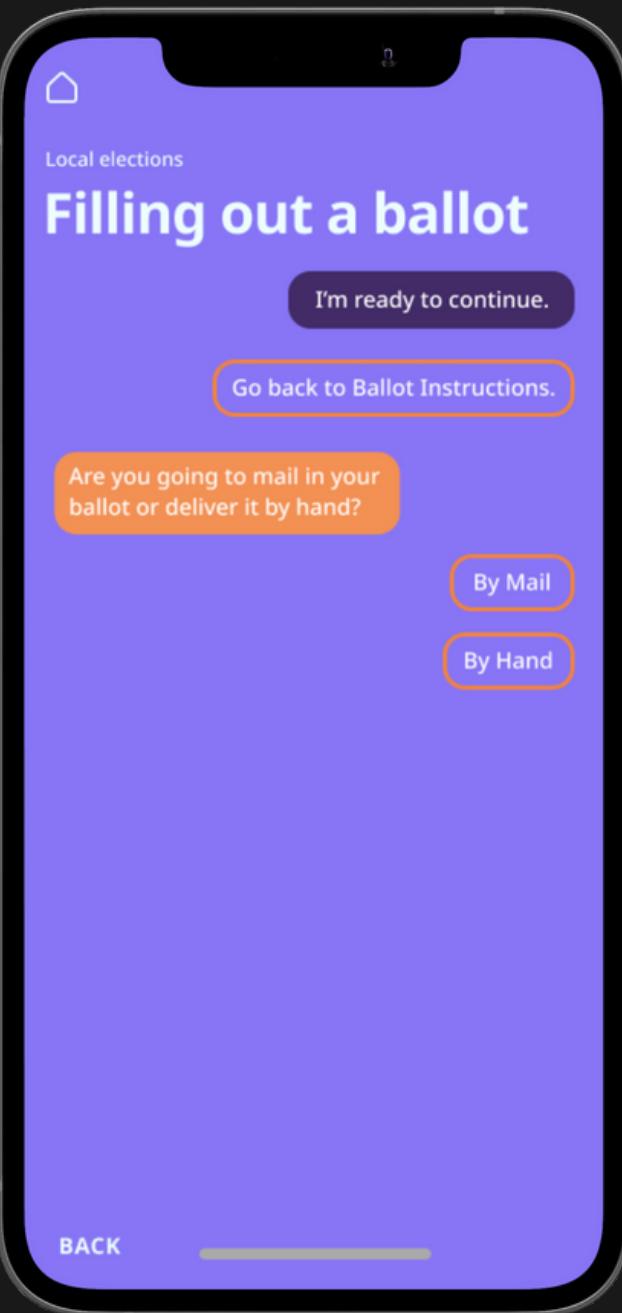
Yes

No

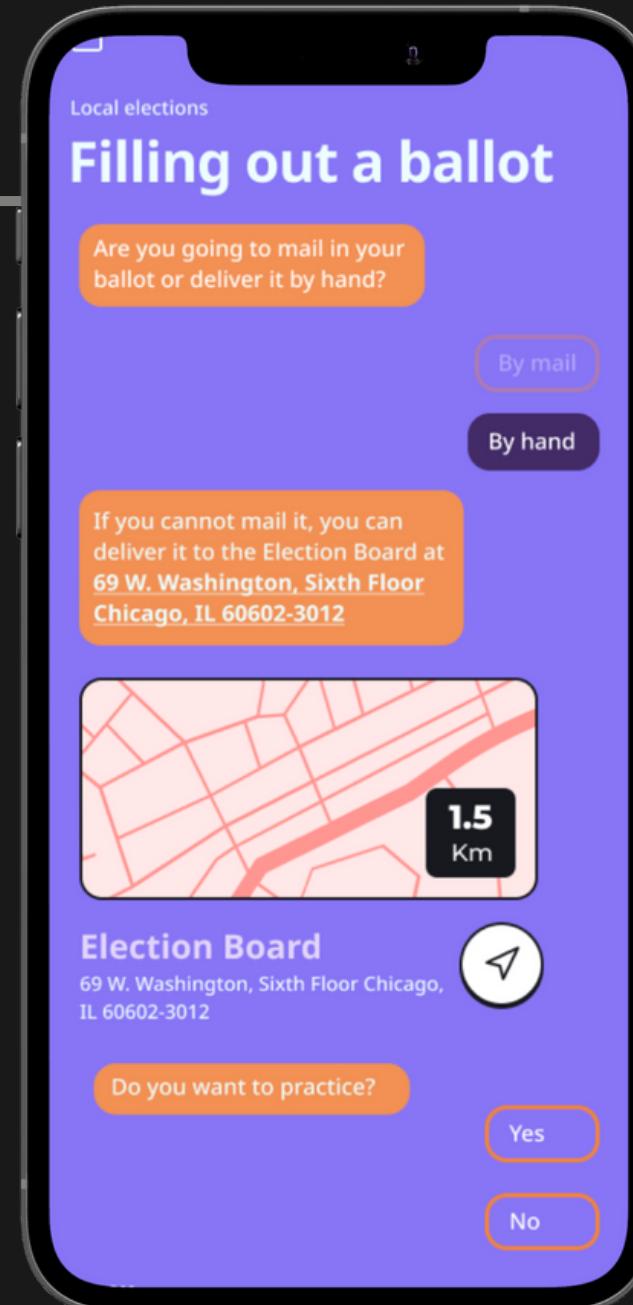
Filling out a paper ballot can be
a dance. A ballot ballet, if you
will.

I'm ready to continue.

Mid-Fi Prototypes: Voting Day

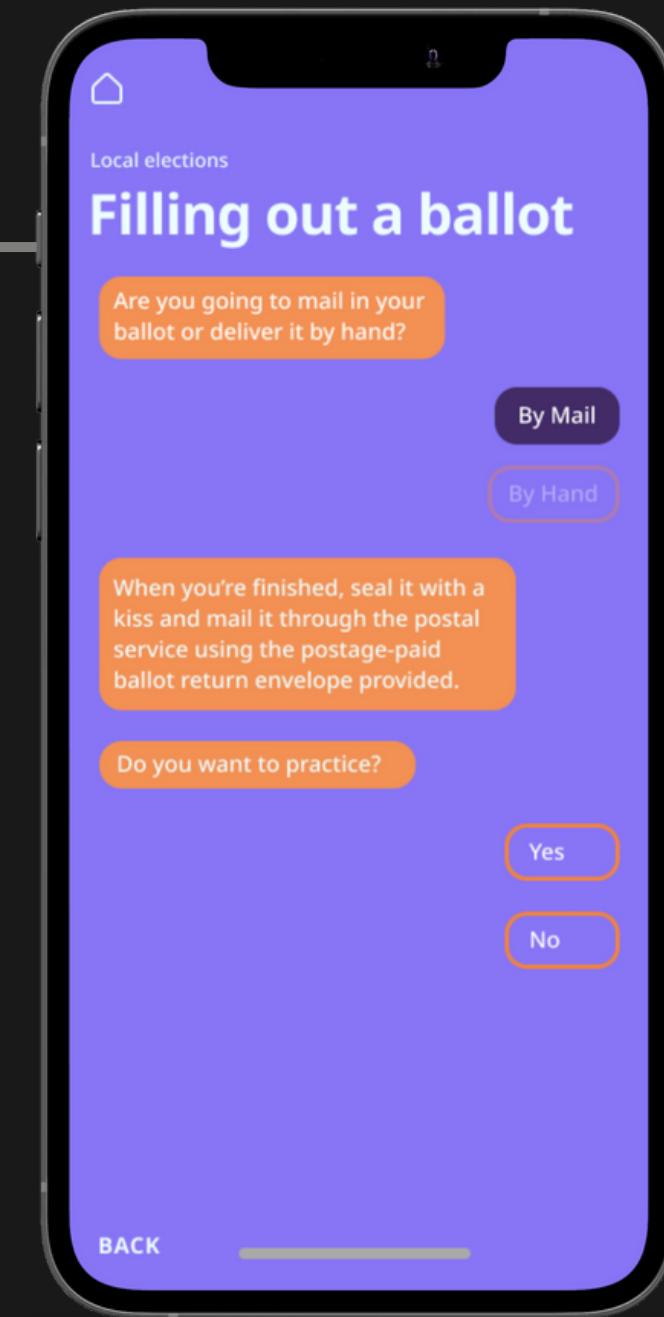


Do you know
how to fill out
a ballot?



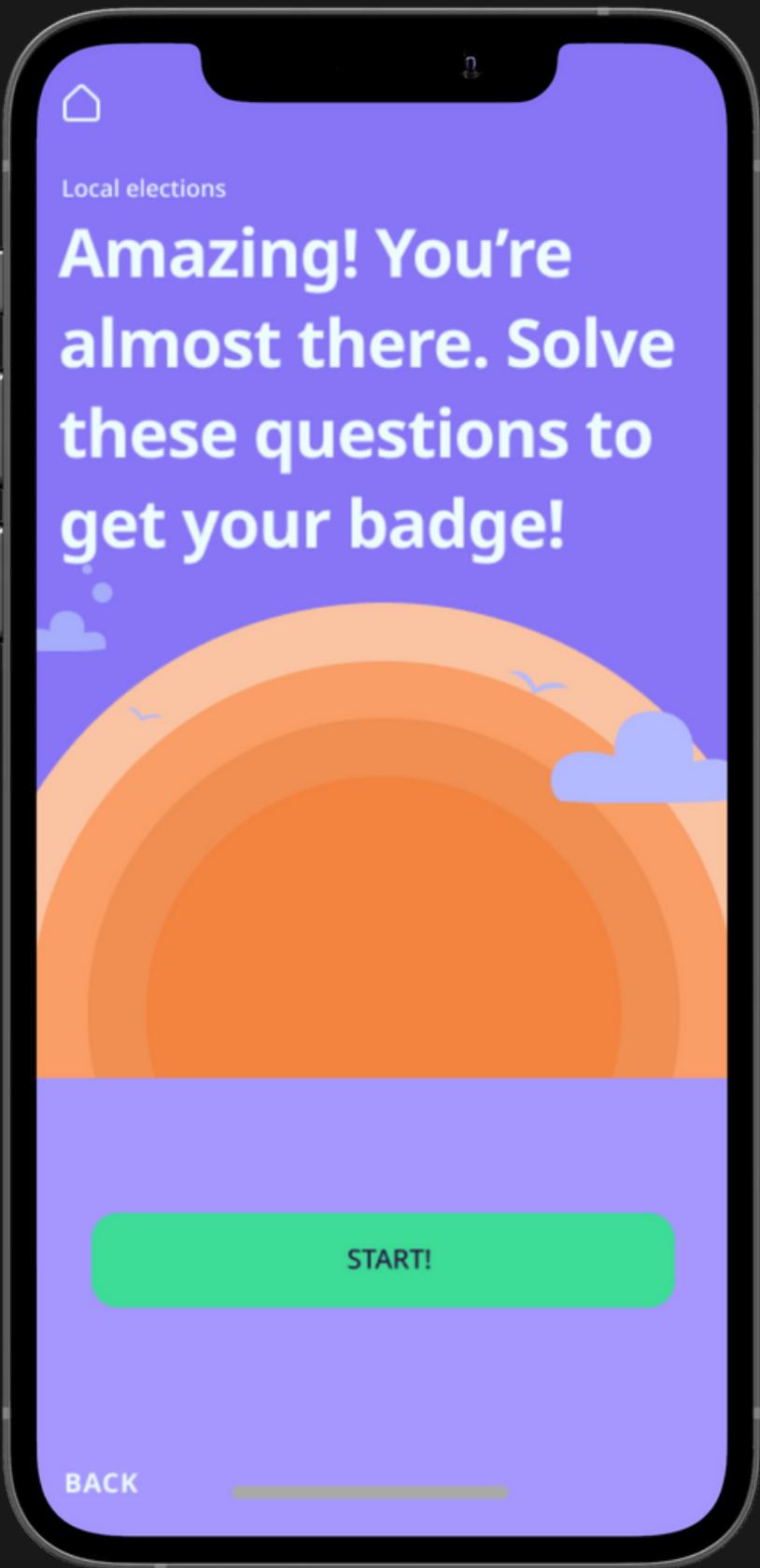
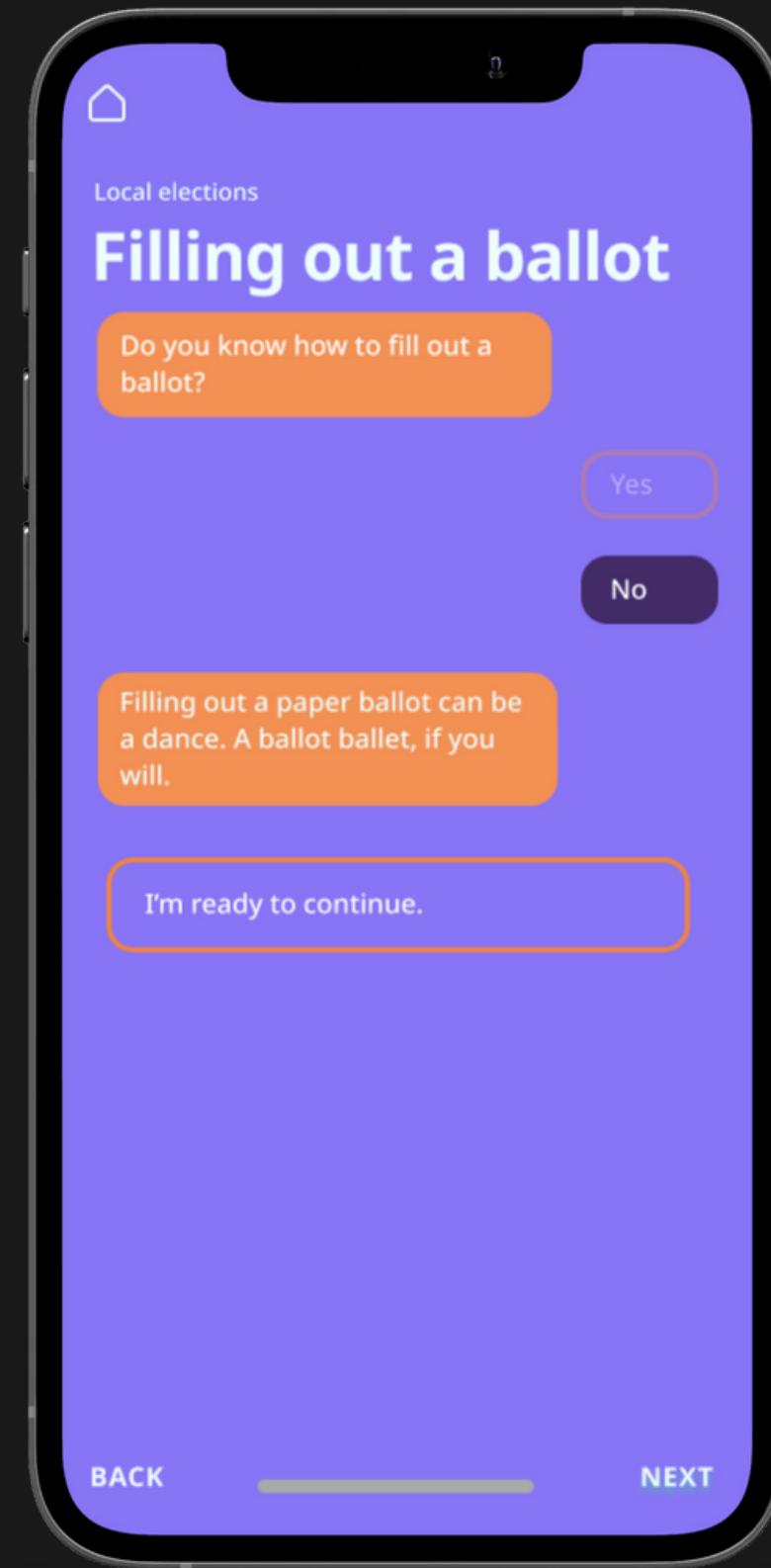
How to hand-
deliver your
ballot

- Link to outside resources
- Option to practice



How to mail your
ballot

- Option to practice



Mid-Fi Prototypes: Gameification



What can you use to fill out a paper ballot?

- User clicks and box signifying if the answer is correct or incorrect

Which ballot is properly filled in?

- Depending if the answer is correct or incorrect they are both lead to a similar page

PHASE THREE

THE OUTPUT

CLIENT CRITIQUES

Getting feedback and prioritizing critiques has been a big goal of ours throughout this project. We believe that every voice is valuable and we wanted to give the space to hear feedback. We held many in class critiques to get the feedback we needed to progress this project. We took the feedback of Madison, Justin, and Lauren very seriously and applied what they said to different aspects of this project.

PROJECT
DIRECTION

AUDIENCE

COLOR
SCHEME

PROTOTYPE TESTS

I like

I don't like

Understood

Complications

Recommendations

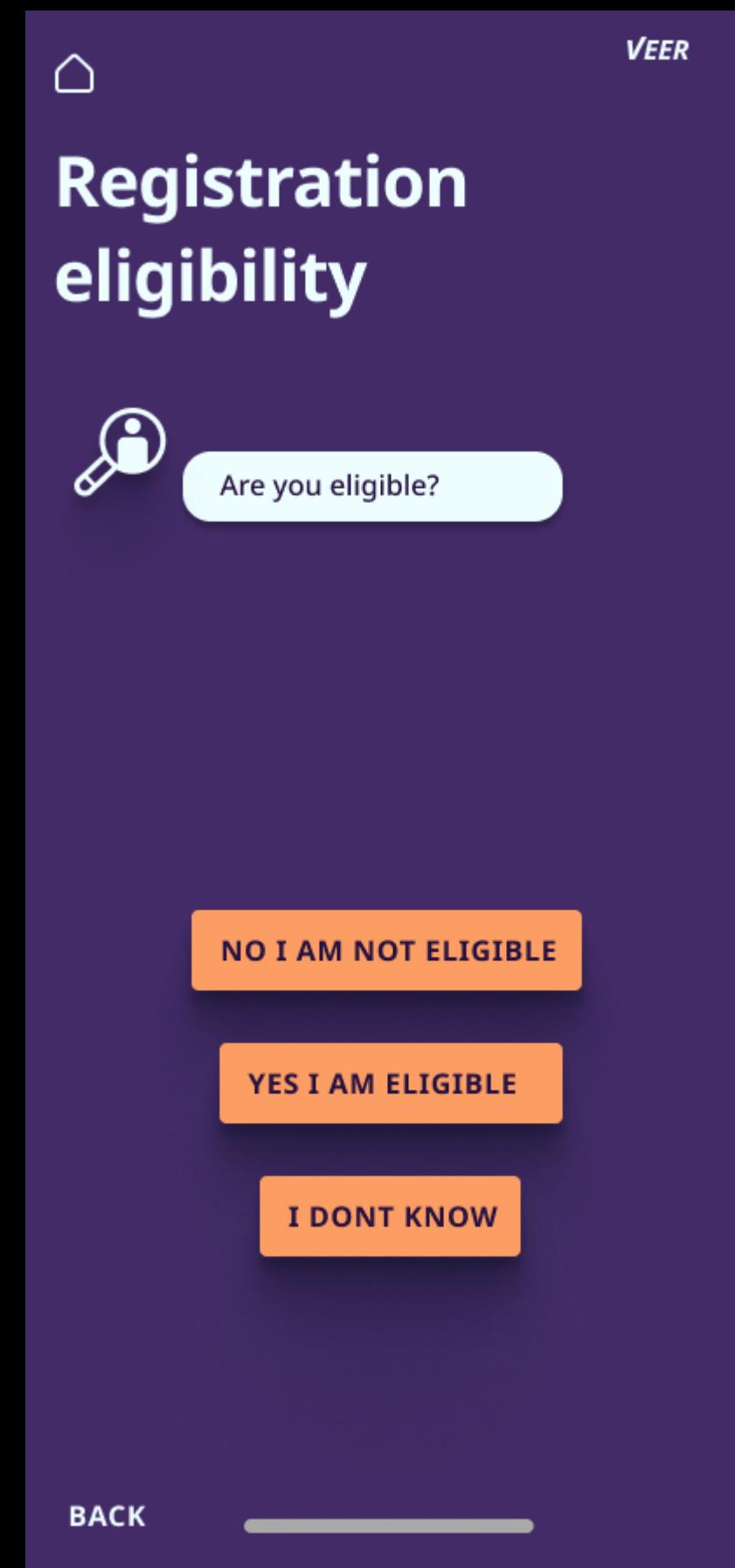
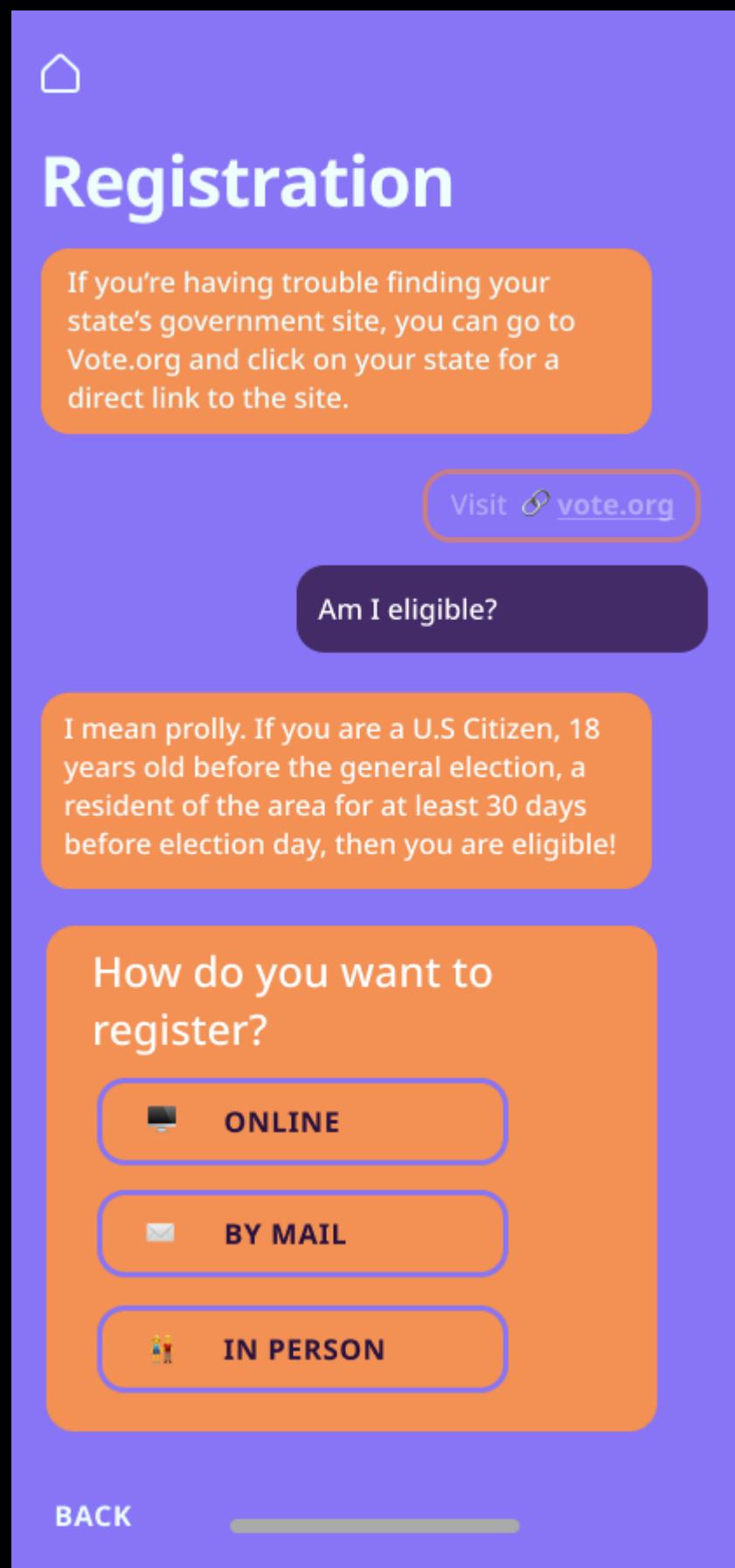


**FINAL
PROTOTYPE**



"I already
know im
eligible to
vote"

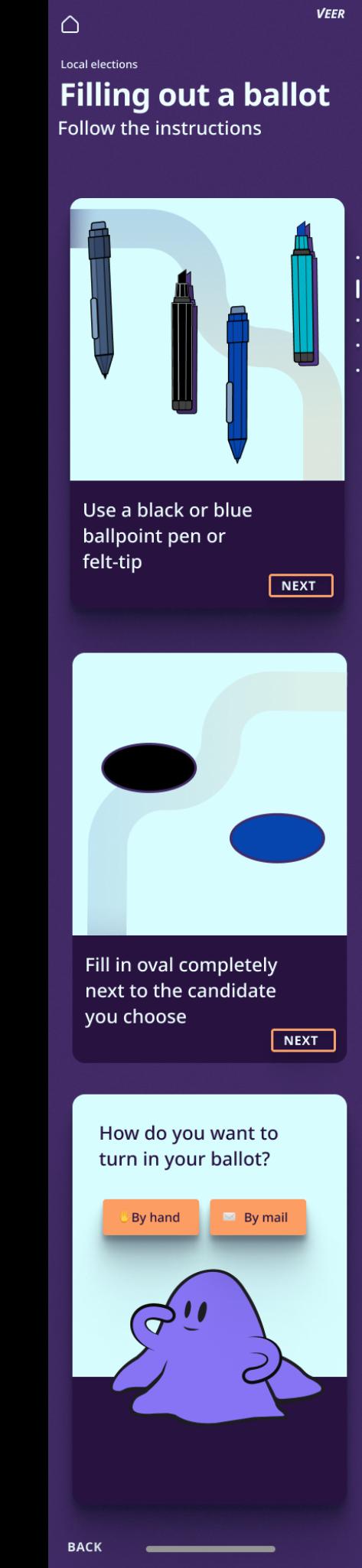
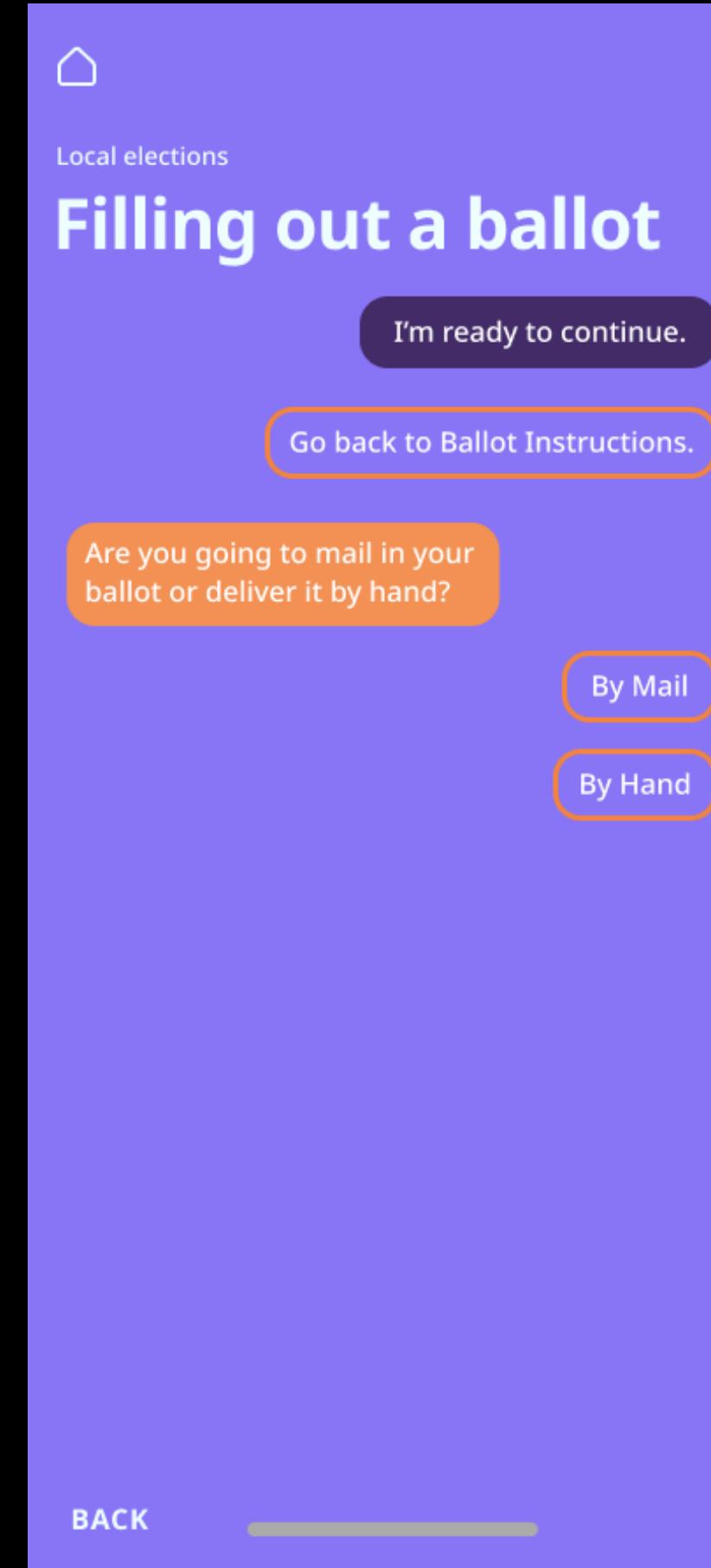
"I mean prolly"
Wording did not
feel definitive
enough, felt
dismissive"



It says go back to ballot instructions but then also has a back button at the bottom

The "By Mail" page felt too generalized and not concrete enough.

Confused by delay leading to Ballot Instructions Infographics page.



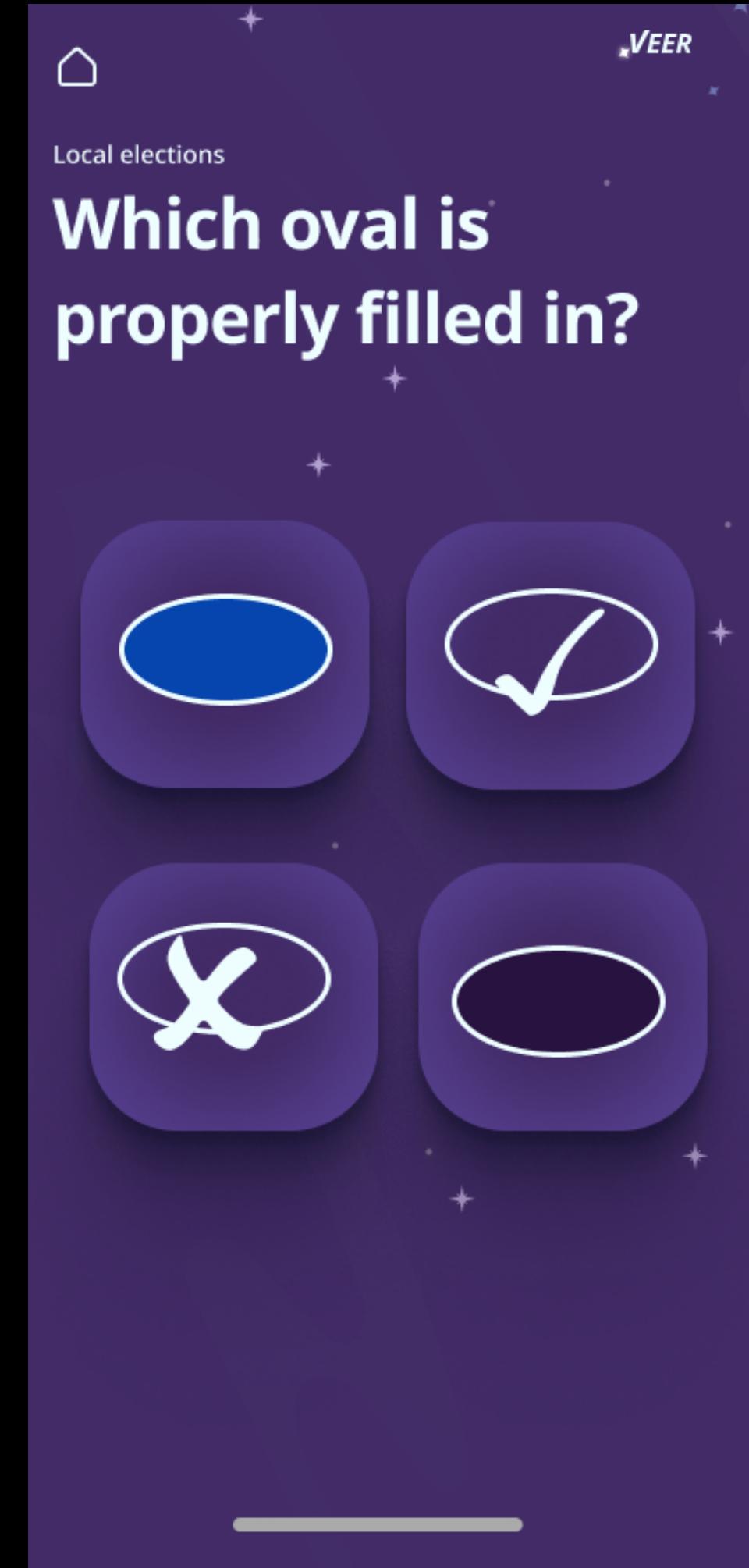
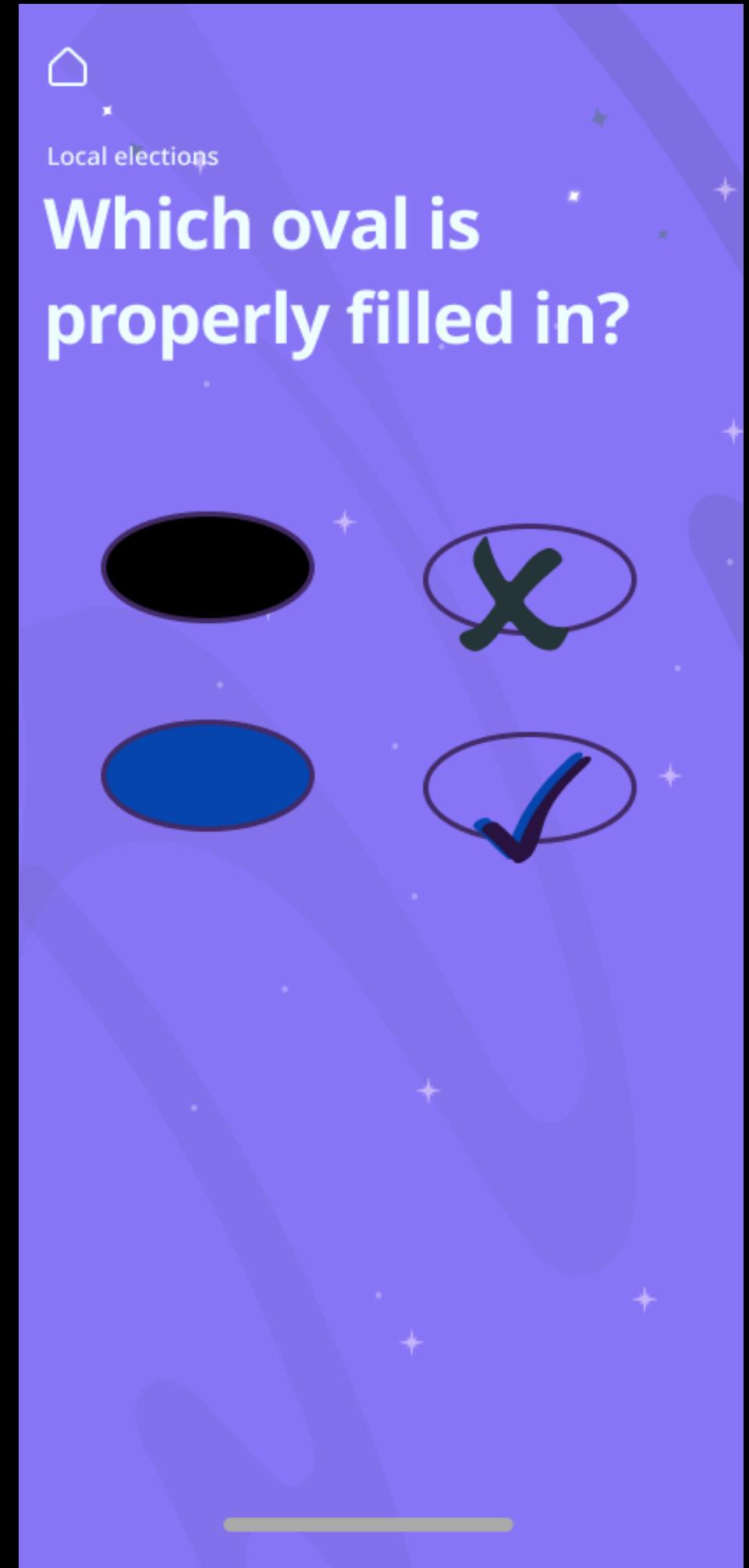
The implementation of SMS style communication with the user confused the user in this context.

Casual language is OK between people because of the ability to ask "what do you mean"

"Being able to see a picture is very helpful, quick, and easy to understand."



Confused whether the oval options were individual or grouped together.

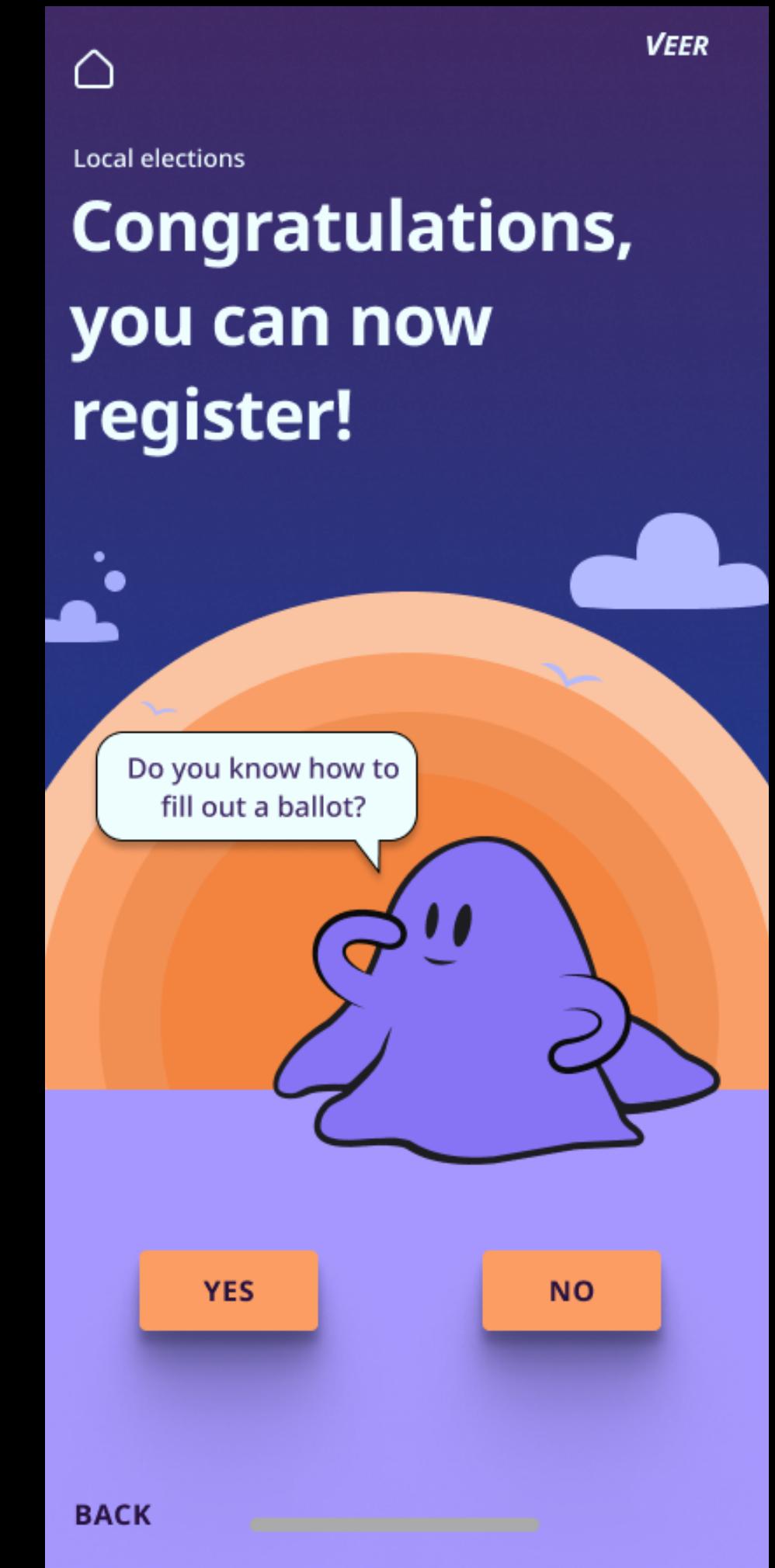
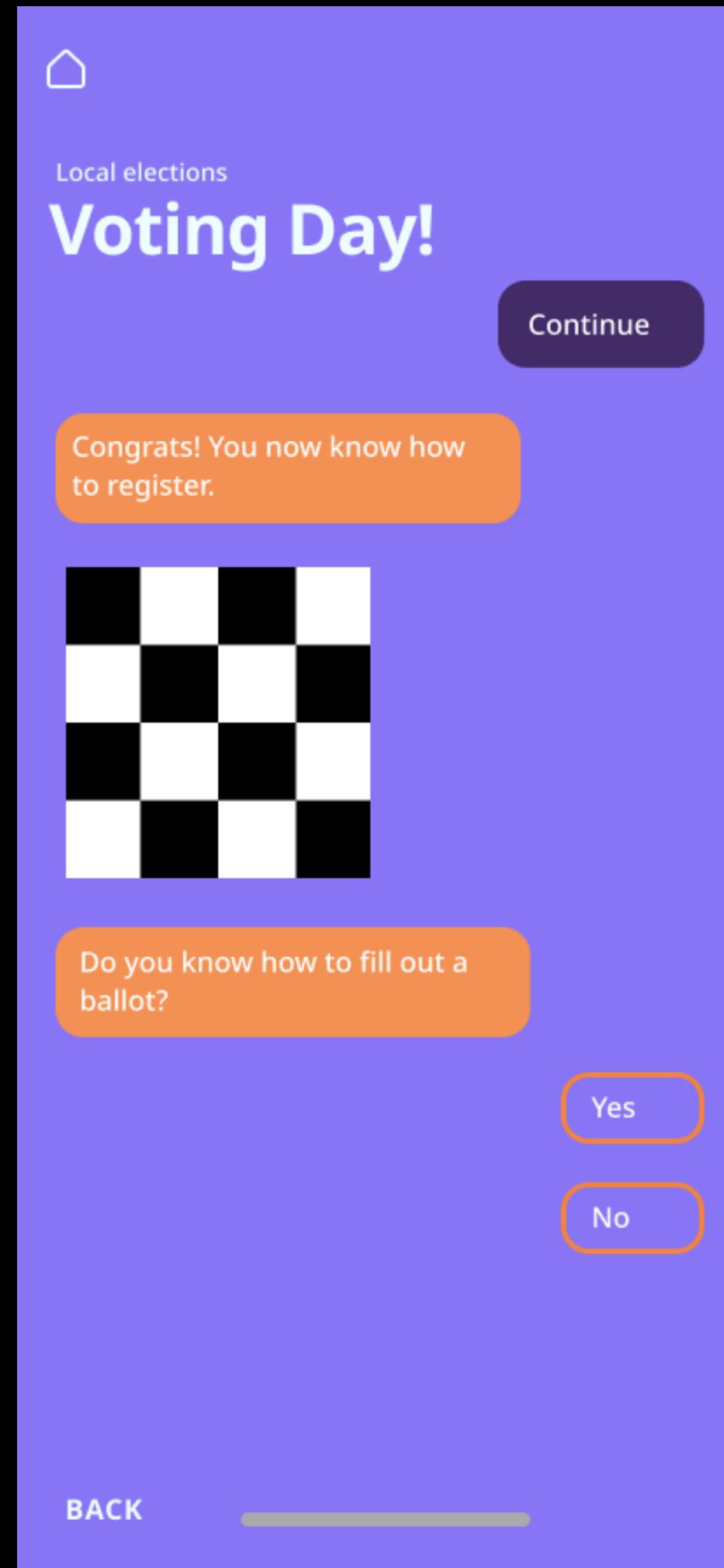


Adding depth to possible selections catches users attention.

Users now anticipate having to "choose", "click", or make a choice

Improved navigation by lending user anticipation

"When I pressed continue, the previous answer would remain and confuse me for a second."



If you are a U.S Citizen, 18 years old before the general election, a resident of the area for at least 30 days before election day, then you are eligible!

How do you want to register?

ONLINE

BY MAIL

IN PERSON

By mail

"More images to eliminate long paragraphs"

By mail (deadline is 28 days before election day). Fill in the Illinois Voter Registration Application
Mail to Board of Election Commissioners
69 W Washington St. STE 600 Chicago, IL 60602-3012
****This is recommended for people without State ID or Driver's License

Continue

BACK

NEXT

VEER



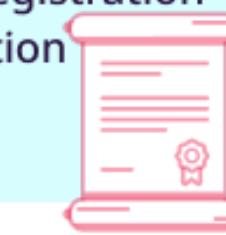
✉️ Registration by mail

This is recommended for people without State ID or Driver's License

Deadline is 28 days before election day



Fill in the Illinois Voter Registration Application



Mail to Board of Election Commissioners



69 W Washington St. STE 600
Chicago, IL 60602-3012

BACK

NEXT

Likes the design of the infographics.

The implementation of SMS style communication with the user confused

Triple A accessibility rating on every screen

VEER

Upcoming elections

THE NEXT ELECTIONS WILL BE HELD IN 2022 FOR THE FOLLOWING COOK COUNTY POSITIONS AND ARE UP FOR ELECTION EVERY 4 YEARS:

- President of the County Board of Commissioners
Current: Toni H Preckwinkle
Term: 4 yrs
[Learn More →](#)
- Assessor of Cook County
Current: Fritz Kaegi
Term: 4 yrs
[Learn More →](#)
- County Clerk of Cook County
Current: Karen A. Yarbrough
Term: 4 yrs
[Learn More →](#)
- Sheriff of Cook County
Current: Thomas J. Dart
Term: 4 yrs
[Learn More →](#)
- Treasurer of Cook County
Current: Maria Pappas
Term: 4 yrs
[Learn More →](#)
- County Commissioners of Cook County
Current: 17 Commissioners
Term: 4 yrs
[Learn More →](#)
- Commissioner of the Board of Review (Property Tax Appeals) of Cook County
Current: 3 Commissioners
Term: 4 yrs
[Learn More →](#)
- Illinois Supreme Court
Current: 7 Justices
Term: 10 yrs
[Learn More →](#)
- Appellate Court
Current: 3 Appellate Judges
Term: 10 yrs
[Learn More →](#)
- Special Districts
The Metropolitan Water Reclamation District of Greater Chicago
Current: 9 Members Term: 6 yrs
[Learn More →](#)

BACK  NEXT

VEER

Upcoming elections

THE NEXT ELECTIONS WILL BE HELD IN 2022 FOR THE FOLLOWING COOK COUNTY POSITIONS AND ARE UP FOR ELECTION EVERY 4 YEARS:

- President of the County Board of Commissioners**
Current: Toni H Preckwinkle
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[Learn More →](#)
- Assessor of Cook County**
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Current: 17 Commissioners
Term: 4 yrs
[Learn More →](#)

Upcoming Elections

THE NEXT ELECTIONS WILL BE HELD IN 2022 FOR THE FOLLOWING COOK COUNTY POSITIONS:

- President of the County Board of Commissioners**
The Chief Executive Officer. The head honcho. Oversees the county's budget and the offices under them.
Current: Toni H Preckwinkle
Term: 4 yrs
[Read more →](#)
- Assessor of Cook County**
They decide if you actually own anything "of value".
Current: Fritz Kaegi
Term: 4 yrs
[Read more →](#)
- County Clerk of Cook County**
In charge of keeping all the records nice and organized.
Current: Karen A. Yarbrough
Term: 4 yrs
[Read more →](#)

Upcoming Elections

THE NEXT ELECTIONS WILL BE HELD IN 2022 FOR THE FOLLOWING COOK COUNTY POSITIONS:

- President of the County Board of Commissioners
Current: Toni H Preckwinkle
Term: 4 yrs
[Read more →](#)
- Assessor of Cook County
They decide if you actually own anything "of value".
Current: Fritz Kaegi
Term: 4 yrs
[Read more →](#)
- County Clerk of Cook County
In charge of keeping all the records nice and organized.
Current: Karen A. Yarbrough
Term: 4 yrs
[Read more →](#)
- Sheriff of Cook County
Oversees everything cop related. From policy making, jails, directing officers/deputies and protecting citizens.
Current: Thomas J. Dart
Term: 4 yrs
[Read more →](#)
- Treasurer of Cook County
They take your property tax money and do stuff with it.
Current: Maria Pappas
Term: 4 yrs
[Read more →](#)
- County Commissioners of Cook County
Each person is elected from single member districts so they make sure state and federal requirements are met.
Current: 17 Commissioners
Term: 4 yrs
[Read more →](#)
- Commissioner of the Board of Review (Property Tax Appeals) of Cook County
These people keep the Assessor in check and make sure they aren't sketchy.
Current: 3 Commissioners
Term: 4 yrs
[Read more →](#)
- Illinois Supreme Court
Illinois supreme court and supervises and has authority over all courts.
Current: 7 Justices
Term: 10 yrs
[Read more →](#)
- Appellate Court
These judges hear appeals from the circuit courts.
Current: Appellate Judges
Term: 10 yrs
[Read more →](#)
- Cook County Circuit and Sub-Circuit Judges
Work under the chief judge divided by 6 municipalities. Circuit judges oversee cases in county, municipal, juvenile justice, and child protection.
Current: 400 Judges
Term: 6 yrs
[Read more →](#)
- Special Districts
The Metropolitan Water Reclamation District of Greater Chicago
Every two years three members are elected. They are in charge of protecting the health and safety of all the people's water supply. They also deal with floods.
Current: 9 Members
Term: 6 yrs
[Read more →](#)

BACK  NEXT

The page is so long I didn't know there was a bottom or end

Users found this information most interesting & valuable but the design made it difficult to digest

OUR CONCLUSION

WHERE WE LEAVE OFF

CHALLENGES

1.) Partisan issues of voting. Focus on Service Design.

2.) Reaching our target audience in a meaningful way.

3.) Time.



HAND OFF

- There will be an internal handoff of this project
- Online database. This site includes our final case study and all case study documentation
- These documents will be organized by research, design, testing, and critique
- The intention is to hand off a living database that can continue to grow as the project grows.

The screenshot shows a web application interface. At the top, the URL 'veer.vercel.app/research' is visible. The main header 'VEER' is followed by a purple ghost icon. Below this, the word 'Research' is displayed in a bold, dark blue font, accompanied by another small ghost icon. The page content is organized into a grid of 15 items, each represented by a small icon and a title. The items are arranged in four rows: Row 1: 'Research Synthesis' (PDF), 'Research Direction' (PDF), 'Research Methods' (Doc). Row 2: 'Isolation and Suppression' (PDF), 'Voting is Social' (PDF), 'Voter Accessibility' (PDF). Row 3: 'Voter Suppression' (Doc), 'Gerrymandering' (Zip), 'Humor' (Zip). Row 4: 'Disability and Accessibility' (Zip), 'Service Design' (Icon), 'Modes of Interaction' (IMG). Row 5: 'Marketing Strategy' (PDF), 'Competitive Analysis Synthesis' (PDF), 'Subconscious Questions' (Doc). Row 6: 'User Survey Results' (IMG), 'User Survey Synthesis' (PDF), 'Audience' (Doc). Row 7: (Blank), (Blank), (Blank). To the right of the grid, a vertical sidebar lists navigation links: 'Home', 'Research', 'Design', 'Testing', 'Critiques', and 'About'. A large, stylized purple ghost character is positioned in the bottom right corner of the page area.

THANK YOU

**LET US KNOW IF YOU HAVE ANY QUESTIONS
OR NEED CLARIFICATION.**

