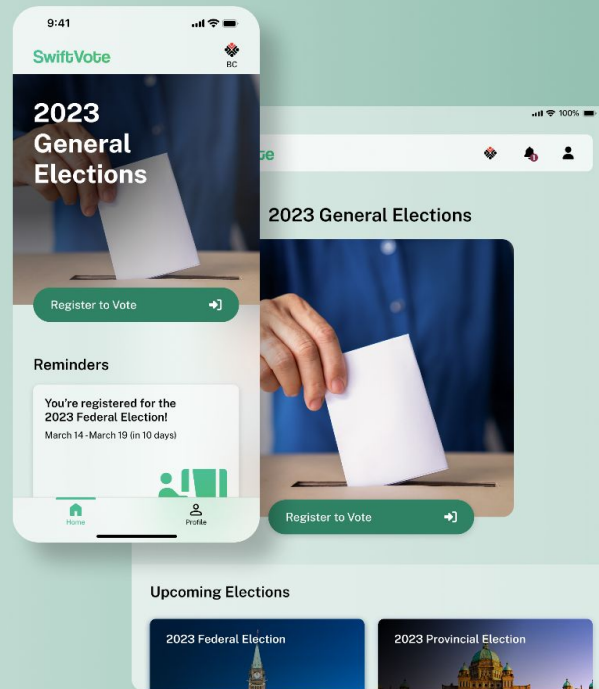# SwiftVote

Stefan Guan

Project overview

The Product

SwiftVote is a service that allows individuals to quickly and effortlessly register to vote. The main users include the young voters in college and adults who find it difficult to register.

Project Duration

March 2023 - April 2023

Project overview

The Problem

Users find that registering to vote is not always simple. Users find it difficult to plan around their registration. Additionally, it is the user's responsibility to set a reminder.

The Goal

Design an app and a responsive website that help guide users through the registration process.

Google

Project overview

My Role

UX designer for the app and responsive website, SwiftVote

Responsibilities

- User interviews
- Wireframing (paper, digital)
- Prototyping (low-, high-)
- Usability studies
- Design iterations
- Responsive design
- Accessible design

Google

Understanding the user

- User research

- Personas

- Problem statements

- User journey maps

- Ideation

Google

User research: summary

The user interviews conducted paved the way for empathy maps. The empathy maps were crucial for understanding the user needs. The initial interview revealed that some users do want to participate in the electoral process. The interview showed that users would be more willing to vote if the registration process was made smoother.

Google

Persona: **Mark**

Problem statement:

David is an accountant who is extremely busy. They usually have a lot going on and is sometimes forgetful. Thus, they need a simple method of voting registration.

Mark

"Voting is important in a democratic society, but how do you find time when society expects you to keep working?"

Goals:
- Quickly register to vote ahead of time
- Find nearby voting locations
- Setting reminders for his voting appointment

Frustrations:
- "It is difficult to schedule a time to head out and vote given my own commitments."
- "It is a headache to prepare documents prior to voting."

Age: 42
Education: Undergrad
Hometown: Calgary
Family: Married
Occupation: Accountant

Mark is a 42-year-old father with two children. They are extremely busy, if not with work than with his children. In the last few years, Mark did not vote on the election due to scheduling conflicts. In addition, they heard that voting booths usually have long line-ups and wait time.

Given the reasons, Mark finds it difficult to make time to head to a voting office to vote.

Google

Persona: **Samantha**

Problem statement:

Samantha is an undergraduate student that is extremely punctual. They find it difficult to find a good time for voting as it could be busy at differing hours.

"I love to vote during elections, but I wish it was easier to plan out."

Samantha

Age: 20
Education: Undergrad
Hometown: Edmonton
Family: Single
Occupation: Student

Goals:

- Schedule a time to go to a voting office
- Find out which voting office has the least number of participants at a given time

Frustrations:

- "It is hard to plan around voting since there are huge queues."
- "It is difficult to find a good time with little people."

Samantha is a 20-year-old student attending university. They currently rent an apartment with a roommate. Samantha is a very punctual student and usually spends some time planning her trips to ensure they are on-time.

Samantha spends a lot of her time on their phone, whether it is winding down or texting friends. They use their laptop strictly for schoolwork as it helps Samantha concentrate

Google

User journey map

Through mapping Mark's journey, it demonstrated the need for a streamlined registration tool.

Persona: Mark

Goal: To register to vote at a certain location at a certain time.

ACTION	Receiving a reminder through their mailbox	Visit the local elections office website	Enter and verify personal information	Complete voter registrations
TASKS	- Walk to the mailbox - Grab the mail - Open the letter	- Open up their browser - Navigate to the website - Click on the register button	- Answer screening questions - Enter ID information - Enter Address	- Confirm user information - Memorize closest voting office
FEELINGS	- Frustrated at letter reminders	- Happy to see a big call-to-action button	- Indifferent, used to filling in personal information	- Relieved they are finished registering
IMPROVEMENTS	- Push reminders about relevant upcoming elections	- Layout information more clearly	- Add a way to quickly contact support - Add ability to switch languages	- Show number of people confirmed at location - Remind user about about voting time

Google

Ideation

I did the crazy-8's exercise to quickly draft up ideas on how to relieve some of the pain points found in the journey maps. Areas of focus included, notification, accessibility, and vital information.
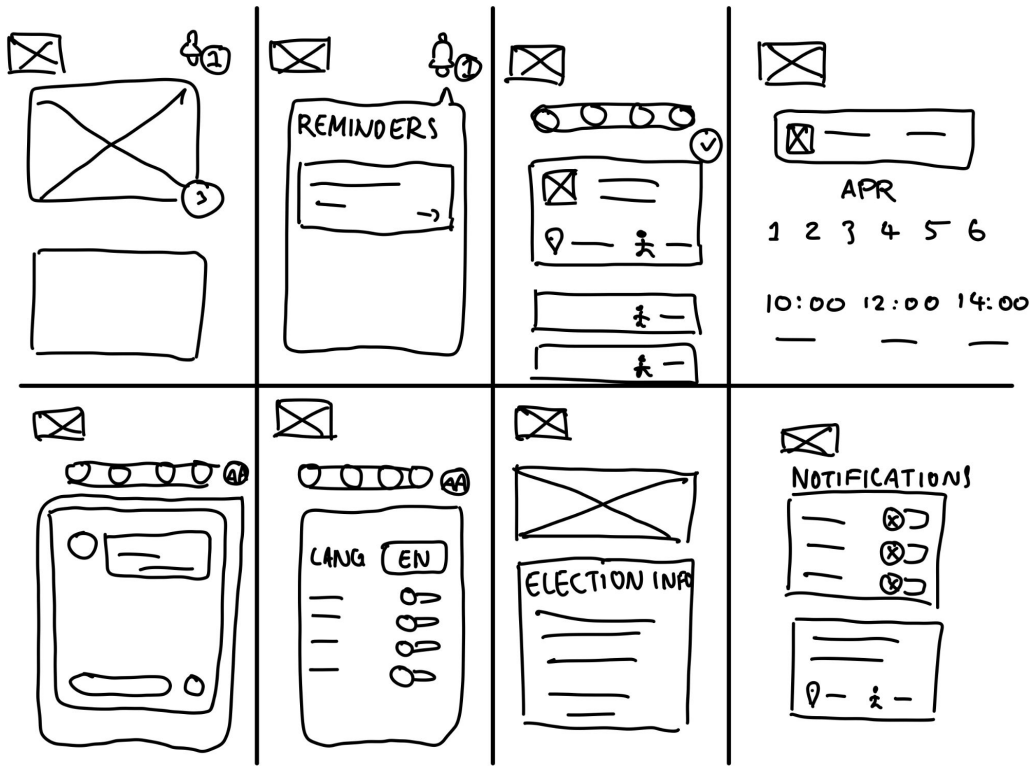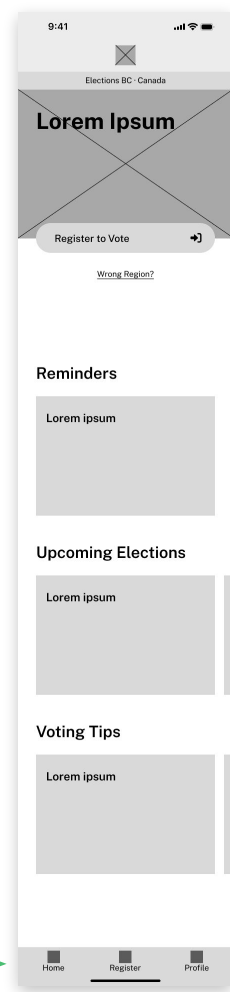
Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies

Google

Digital wireframes

After the ideation phase and sketching paper wireframes, I made the digital wireframes. These designs are meant to solve the issues user's had with previous implementations (e.g., reminders, easy navigation)

9:41

Elections BC · Canada

Lorem Ipsum

Register to Vote

Wrong Region?

Reminders

Lorem ipsum

Upcoming Elections

Lorem ipsum

Voting Tips

Lorem ipsum

Home   Register   Profile

A large and bold call-to-action button that draws user attention towards registration

Reminders section provides an overview of scheduled events (e.g., registered

Voting tips provides information that may help alleviate voting stress

Familiar and easy-to-use navigation bar

Google

Low-fidelity prototype

To conduct usability studies, I created a user-flow from the user creating an account to registering to vote.

Lo-Fi Prototype

Google

Usability Study: parameters

Study type:

Unmoderated usability study

Location:

Canada, remote

Participants:

6 participants

Length:

40 minutes

Google

Usability Study: findings

The first usability study revealed the following:

1 **Confusing Tracker**

2 **Support**

3 **Details**

Users found the progress tracker confusing. They also found the accessibility button a bit confusing as it is similar to the progress tracker

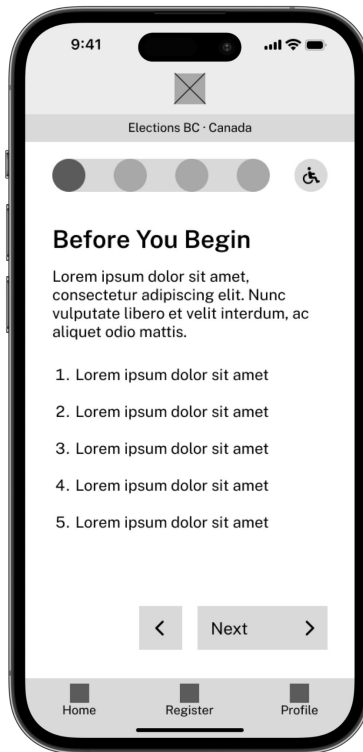The users could found it difficult to get help in the middle of the registration process

Users wanted read up on the election they are registering in (e.g., what the election is about, who is participating)
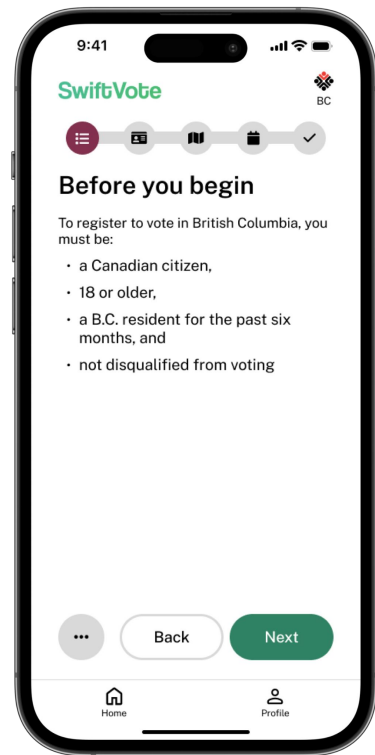
Google

Mockups

With the findings, I changed some elements to help clear up some confusion. For example, the progress tracker now includes iconography.

9:41

Elections BC · Canada

Before You Begin

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< | Next | >

Home | Register | Profile

9:41

SwiftVote
BC

Before you begin

To register to vote in British Columbia, you must be:

- a Canadian citizen,
- 18 or older,
- a B.C. resident for the past six months, and
- not disqualified from voting
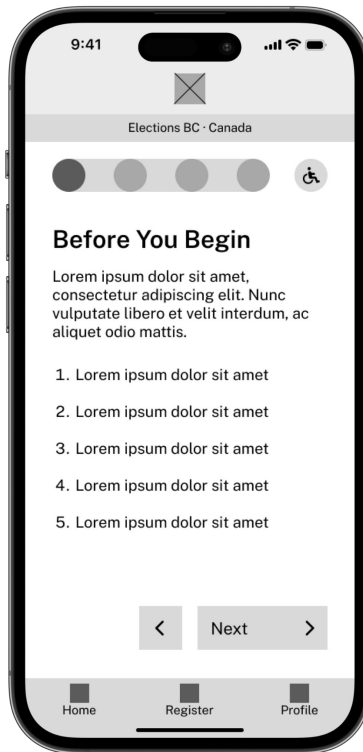
··· | Back | Next

Home | Profile

Google

Mockups

In addition, the accessibility button from before now opens up a fly-out menu, allow the user to select whether they want to configure accessibility settings, get support, or save their progress.
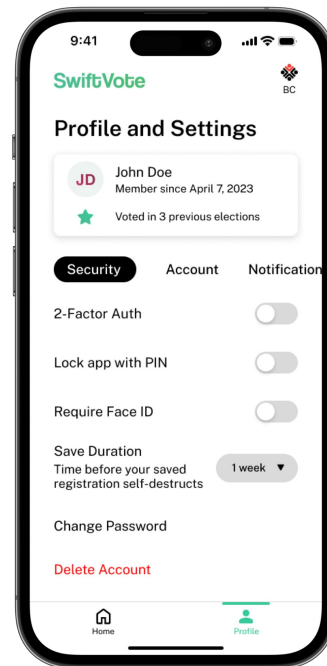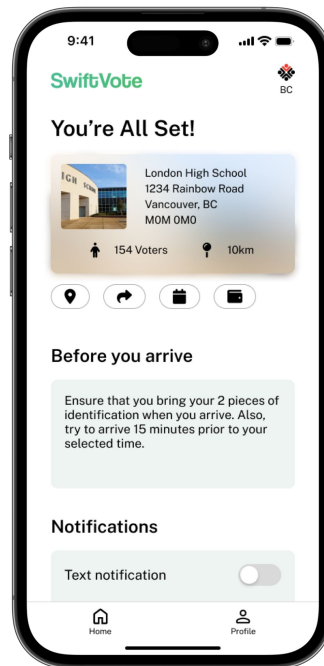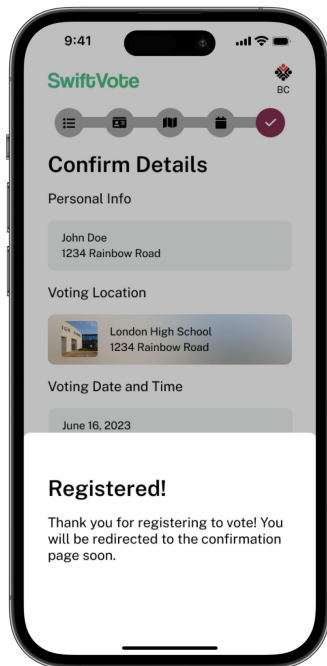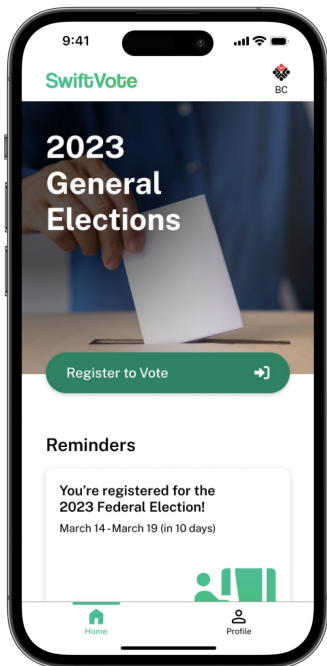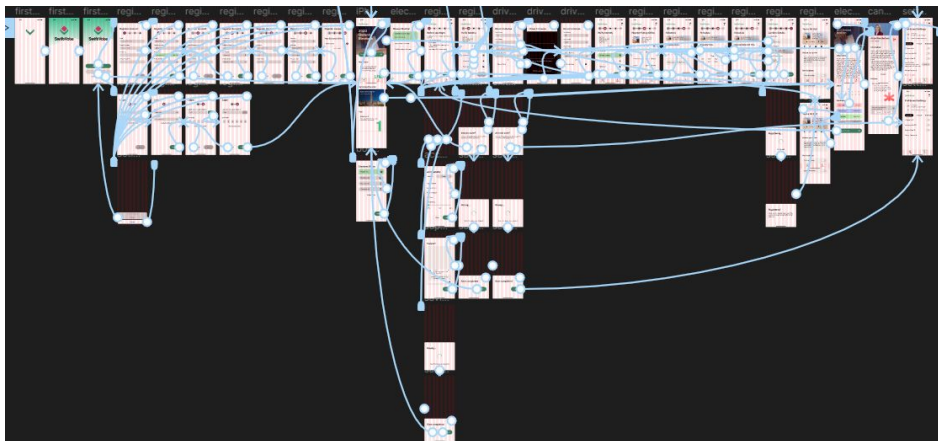
Google

Mockups

High-fidelity prototype

The hi-fi prototype has a similar flow compared to the lo-fi prototype. This prototype adds changes that were informed from the usability study.

Hi-Fi Prototype

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Accessibility considerations

1

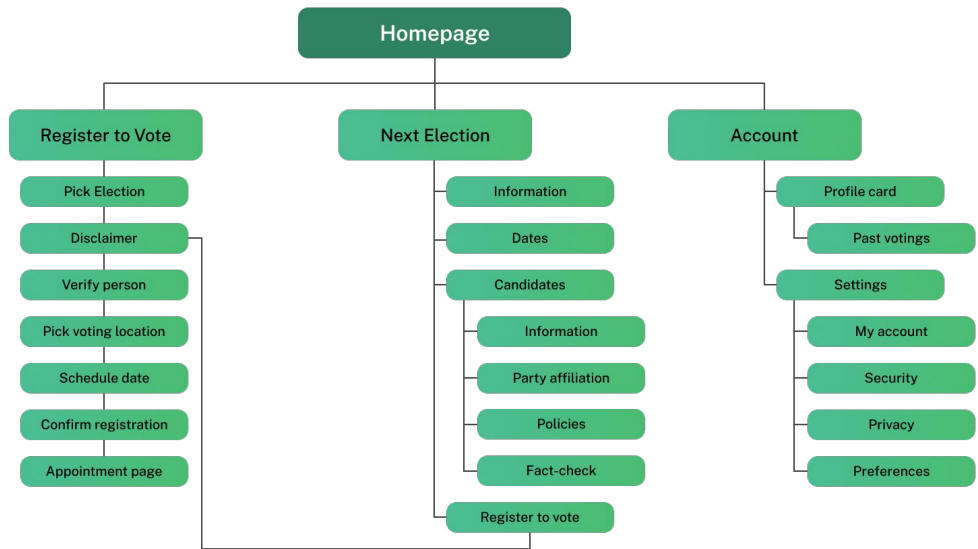Clear and consistent heading styles informs visual hierarchy of each page

2

Bold call-to-action buttons that have high contrast

Google

Responsive Design

- Information Architecture
- Responsive Design

Google

Sitemap

After designing the app, work began on the responsive website. I created a sitemap to visualize the organization of the pages to maintain consistency throughout the experiences.

Homepage

Register to Vote
- Pick Election
- Disclaimer
- Verify person
- Pick voting location
- Schedule date
- Confirm registration
- Appointment page

Next Election
- Information
- Dates
- Candidates
  - Information
  - Party affiliation
  - Policies
  - Fact-check
- Register to vote

Account
- Profile card
  - Past votings
- Settings
  - My account
  - Security
  - Privacy
  - Preferences

Google

Responsive Designs

I designed different variations for mobile, tablet, and desktop screen sizes. Thus, the experiences adapts to the device the user views the webpage on.

Google
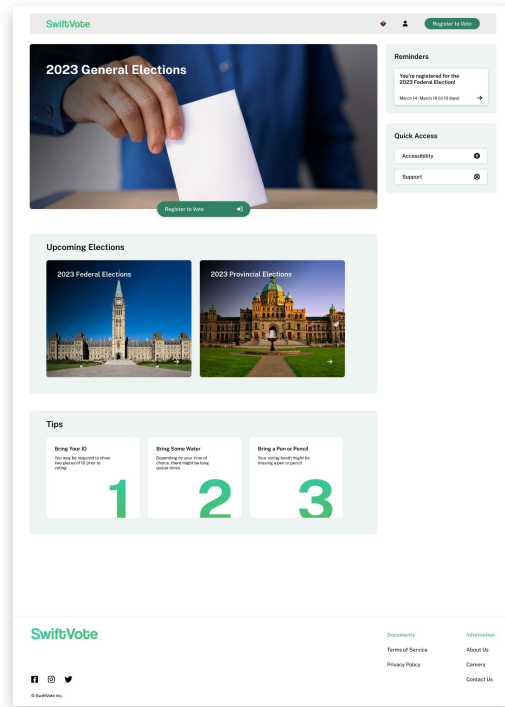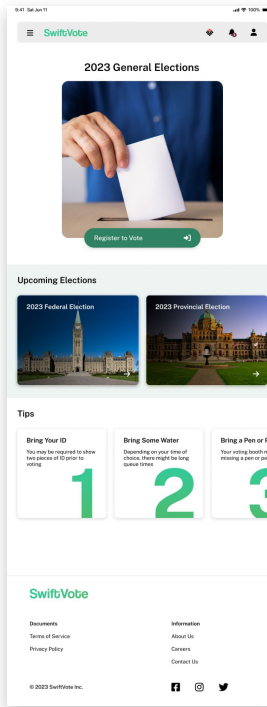
Going forward

- Takeaways
- Next steps

Google

Next steps

1

Gather data on registration rates within the app

2

Conduct additional user research to identify new pain points

Google

Takeaways

Impact:

The users described the experience as simple and straightforward. The app appears to have removed some roadblocks that might have prevented people from registering in the past.

What I learned:

The initial problem was a tricky one to solve. However, through user research and the design process, I was able to create different solutions which helped towards solving the problem.

Google

Let's connect!

Thank you for taking you time to look at my case study on the SwiftVote project! Feel free to contact me below!

Portfolio

stefanguan.com   •   stefan.guan@outlook.com

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