

CFG FULL STACK HOMEWORK WEEK 2

GROUP 4

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THE YOUTH VOTE PROJECT DESIGN - PERSONAS

We have considered two types of user, the youth voter and the adult organiser.
Our site needs to accommodate the goals and pain-points of both users in a simple-to-use format.

Youth Voter



"I'd like to learn more about voting, but don't know where to start"

Age

13 - 18

Occupation

Secondary school student

Location

Suburbs / City

Goals

Our youth voter is curious about voting, and is at the start of their voting journey. They'd like to know more about the process and how their vote contributes to the success or failure of their preferred party.

Frustrations

Politics is aimed at older people, and the process of choosing candidates and voting is confusing. Our youth voter is not clear on how politics affects their lives.

Motivations

Our youth voter knows they will be able to vote in a few years, and doesn't want to feel uninformed.

Youth Vote Organiser



"I'd like young people to learn how to vote and give them a voice"

Age

N/A

Occupation

Secondary school teacher

Location

Suburbs / City

Goals

Our educator would like to get more young people engaged in politics, and for them to see how their vote gives them a voice. If more younger people vote, politicians will give more time to the challenges and concerns of younger people.

Frustrations

When I discuss politics with young people, they think no-one cares about what they think, and think politics is confusing and not aimed at them.

Motivations

Our youth vote organiser wants to ensure their students have age-appropriate and trusted sources of information.

THE YOUTH VOTE PROJECT DESIGN - HEURISTICS

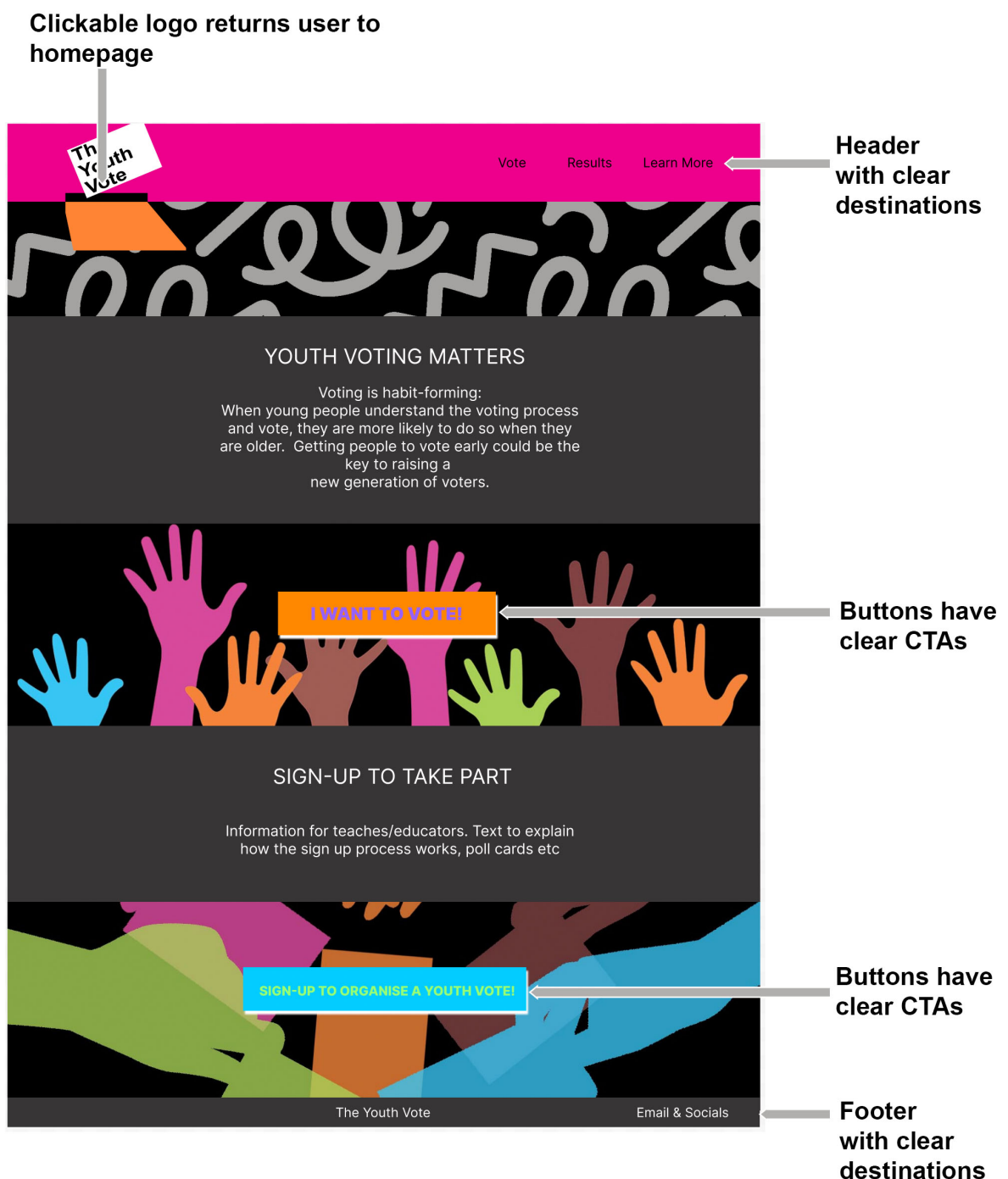
We have adopted the Don Norman design principles / heuristics within the design of the site.

1. Use Both Knowledge in the world and the head

We have used a well-recognised layout that should be familiar to most users within our demographic.

There are clearly delineated headers and footers, which will remain consistent across all user journeys and will return the user back to distinct destinations within the site. Both header and footer will have clickable options to aid the user discovery or change journeys.

For example, the logo in the header will return the user to the home page. All other options on both header and footer will offer more information, change their journey or aid the user discovery through the site. We have discussed the language used to ensure it is as clear as possible and appeal to the correct user.



2. Simplify the structure

We have designed two user journeys.

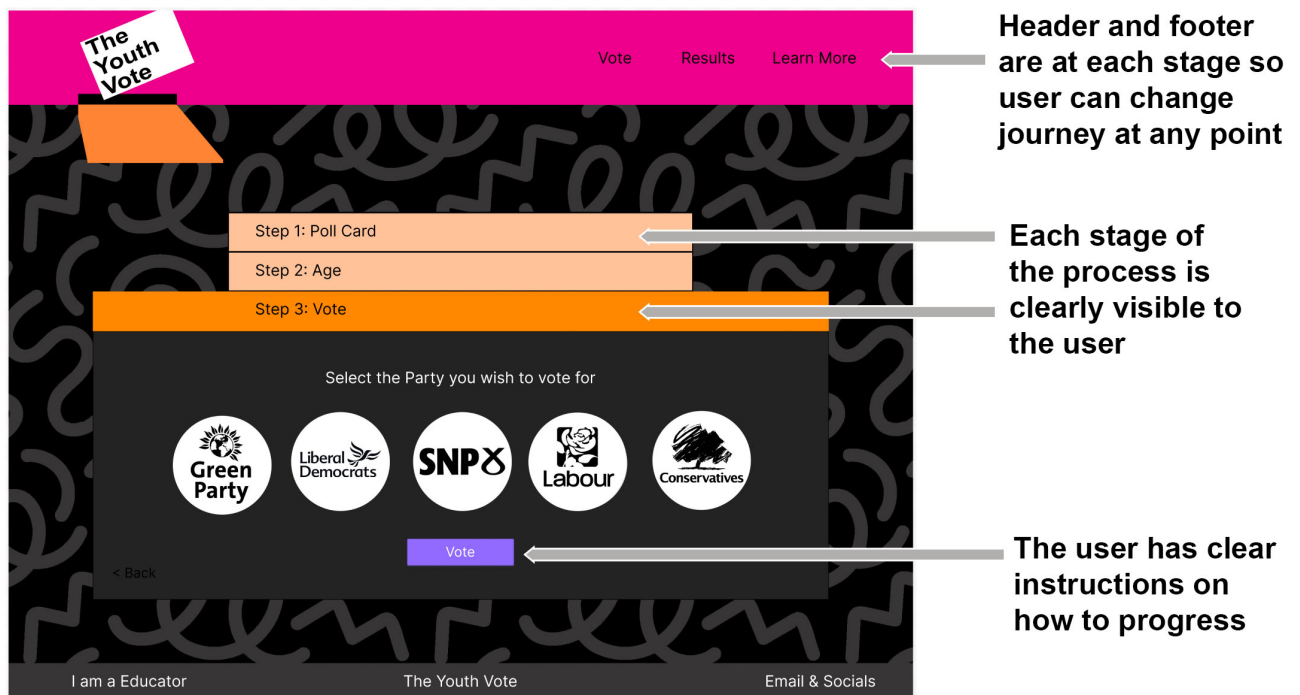
The organiser will be able to input their school details and will download 30 poll cards to distribute.

The voter journey takes them through the voting process step by step, with clearly labelled drop down menus and buttons on how to input their pollcard numbers. Their route is to vote and to progress onto viewing the voting results.

At any stage the user can change journeys, go back, or return to the homepage.

3. Make things visible

As the user progresses through their journey, they will have clear signposting to their next step in the process. We have not designed any hidden menus, and we signpost the next stage labelled each Step1, 2, 3 etc.



4. Get the mappings right

If the user journey is on a desktop, the site mappings are labelled with text.

This option was not possible in a mobile format (please see our Android wireframe design) so we have swapped to a well-recognised hamburger menu in the header.

5. Exploit the power of constraints

We have deliberately kept our layout very simple, with only two user journeys and a results page. At any stage they can swap user journey, or go back to the previous stage

to correct any input errors. We will have a back button for the user to step back as many stages as they wish.

6. Design for error

We will need to address this in two ways, both at front end and back end.

Because our site will rely on user input, we will need to ensure the user cannot break our code and implement exception handling for all user input.

At the front end we will enable the user to return to the homepage, or go back stage by stage, if they wish to self-correct.

7. When all else fails, standardise

We have used standard conventions throughout, for example including a clickable logo in the header to return home, and a 'Learn More' to offer the user additional direction.

We have clearly labelled headers and footers which remain consistent through both user journeys to the results page.

The centre of each page directs the user interaction and again this format is the same throughout the site.

We have also ensured all journeys are directed with clearly labelled buttons that take the user directly to their next stage.



User is consistently directed to the centre of page to enable their journey through the site