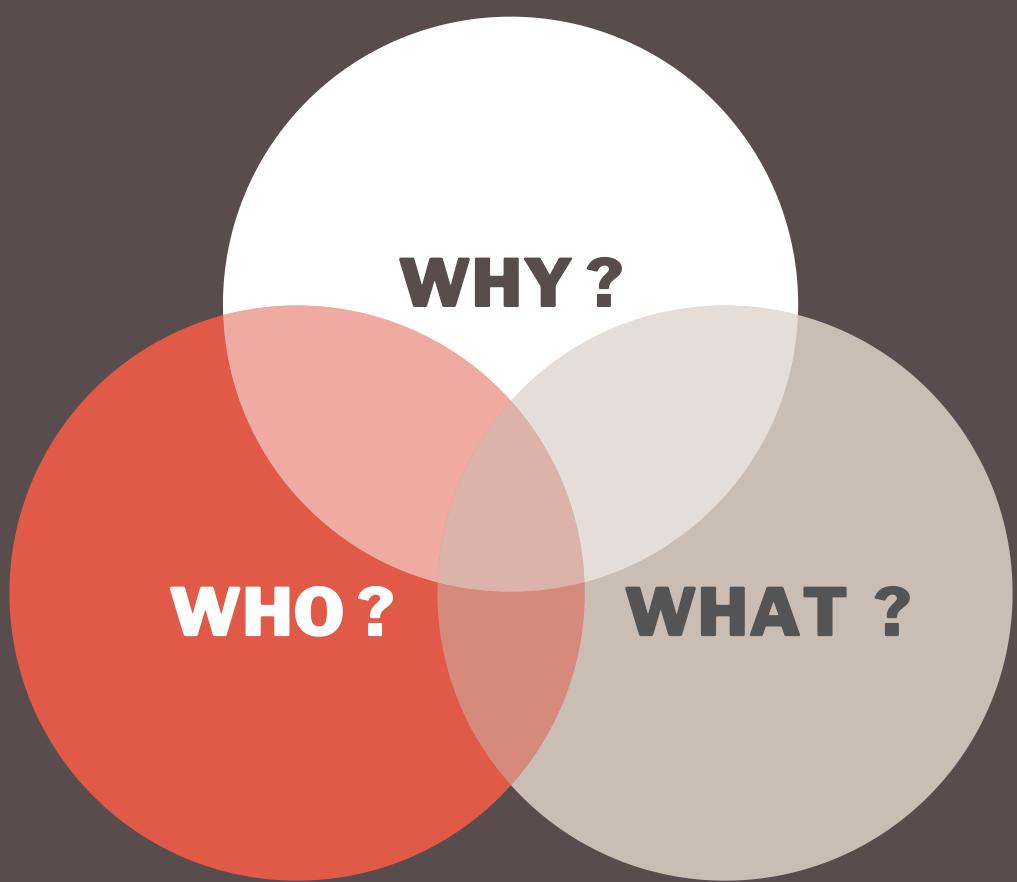


PoliUpdate

SRIDHAR SODHI 2021104
AANCHAL GUPTA 2021224
ATHARV SRIVASTAVA 2021240
HIMANSHU SACHDEVA 2021256
PRIYA YADAV 2021272

RESEARCH



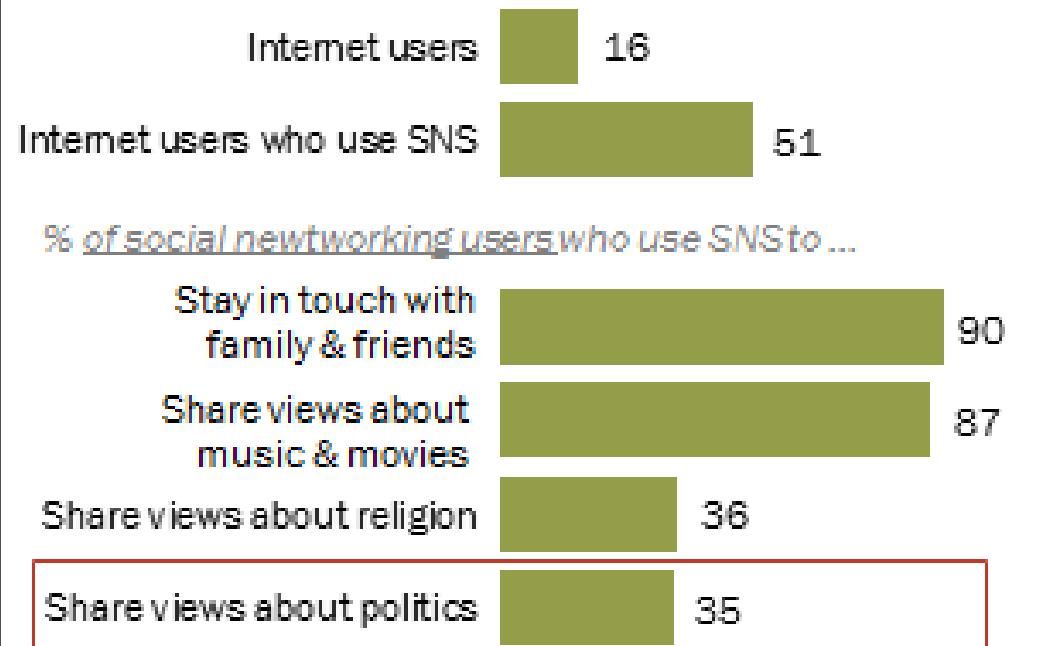
- Since 2014, we have seen a pretty significant shift towards digital campaigning, micro-targeting, and online mobilisation, be it on Facebook, Twitter or perhaps most consequentially WhatsApp. The pandemic will push all parties further in the direction.
- In the political domain, India is moving toward digital activity . If you look at other walks of life — sports, film, music, work — data and digital applications are all the rage. Why should politics be exempt?

~Milan Vaishnav

Keeping this in mind, political parties have cranked up their preparations for a digital pivot. Because parties with deeper digital penetration will be able to campaign more effectively.

Not Many Indians Share Views about Politics on Social Media

% yes



Source: Dec. 2013-Jan. 2014 Global Attitudes survey in India. Q66, Q68, Q72, Q73 & Q74a-c.

PEW RESEARCH CENTER



- Platforms like Twitter, Facebook, YouTube and Instagram handles of the political party leaders will be used to beam the events live
- All parties also plan to use vans and trucks with LED screens to beam campaign videos across the state, especially in rural areas.
- Mayawati's BSP, which has been using Facebook to beam physical rallies by senior leader Satish Chandra Mishra live, may have to do much more to match the social media firepower of rivals.

CONCLUSION- From all the research we concluded that both the political parties and the citizens need a platform to gather information about political parties, conduct rallies, polls and express their views.

PROBLEM STATEMENT

The political authorities and citizens of the country require a platform to associate the citizens to the political parties productively at the same time allowing citizens to discuss political issues while staying up to date on the latest news from political parties and election bodies.

SOLUTION STATEMENT

PoliUpdate is a one stop solution for all these problems. It is an app that provides the citizens with a platform to know more about the political state of their country, discuss and express their views and it provides the political parties with a platform to conduct rallies and connect with the citizens.

What? *When?* *Where?* *Who?* *Why?*



COMPETITIVE ANALYSIS



ObiyanInfotech

DESCRIBE

Obiyan Infotech, a political digital marketing agency in India, has developed a political model that takes the entire holistic picture into consideration rather than just the last of the touch points for the enumerated voters.

Content

Their team related to digital marketing for politicians are well trained to overcome negativity and are professionally motivated to focus on positive aspects of the candidate or party till the end of the election.

Tools offered

Social Media Management, Voice SMS, Short Video, Bulk Whatsapp Messages, Facebook ads for Politicians

Key features

- Digital Ads Display
- Digital ads Marketing, Expertise in - Tag Lines
- Punch lines
- Slogan

Other observations

- 1.Lack of public opinion •Do not consider consumers/citizens in marketing campaign
- 2.Usage of ads on social media platforms which might be impactful

VOTE INDIA

This app provides latest result updates and details for upcoming Indian Vidhan Sabha Election or Lok Sabha Election and watch live results, live voter turnout of Elections ongoing in India.

Results for Indian Elections are taken from the website Election Commission of India (ECI) and presented in more appropriate format with functionality to search and also see party wise results.

- Result
- Poll
- Bol
- News
- Fun

- * Live Election Results and Updates
- * Past Election result detail and analysis
- * Future result prediction based on past results like Lok Sabha Elections and Vidhan Sabha Elections

- 1.App does not provide a news section to keep people updated in terms of politics .
- 2.No calendar is provided, users cannot keep a track of upcoming rallies.
- 3.No section provided for political discussion.
- 4.App uses poor design and boring interface.

Twitter

Twitter is an American microblogging and social networking service on which users post and interact with messages known as "tweets".

Registered users can post, like, and retweet tweets, but unregistered users can only read those that are publicly available.

- Increasing the visibility of your research Networking
- Keeping up to date
- Communicating with people and subjects that are relevant to you.

Twitter has become increasingly popular with academics as well as students, policymakers, politicians and the general public. It has now become the social media platform of choice for many

- 1.Wide availability of all topics.
- 2.Lack of dedicated space for discussions and v communities.
- 3.Availability of widespread information, causes poor delivery of important facts.



PERSONAS



RAMESHWARI PRAKASH

Age: 18

Occupation: College undergrad

"Focus on being productive instead of busy"

DESCRIPTION

Rameshwari is a college undergrad student. He will vote for the first time this year. However, due to assignments and a busy life schedule, he cannot make an informed decision on politics upfront. Since his friends are of the same age group, he cannot get updates from trusted resources.

GOALS

- Participate in various MUNs and competitions and gather maximum knowledge possible.
- Interested in politics and want to explore it
- Participate in communities dedicated to resolving public issues and making a difference.

FRUSTATIONS

- Confused by the fake news provided on social media
- Due to his busy schedule doesn't get time to review mementos of all political parties
- He is unable to get political advice since all his friends are of the same age group
- Government not taking any action on Reservation Policy

NEEDS

- Need a platform to express and raise public issues like fewer employment opportunities problems to the government.
- Need a platform to get all political updates in one dedicated place to save time.
- Wishes to participate in communities to discuss public and political issues.



MEENA DEVI

Age: 65

Occupation: Self Employed (Pickle Business)

"I DON'T GET FREE FROM THE KITCHEN AND I DON'T KNOW WHO SHOULD I VOTE FOR"

DESCRIPTION

Meena Devi is primarily a homemaker, but her children influenced her to sell her pickles online in covid times. She lives with her husband, son daughter in law and their 5-year-old daughter. She is not educated but worked hard to provide her children primary education. Nowadays, she is very busy as she started her pickle business and has no time to see the news or attend any political programs to know which to vote for and is relying on voting based on her family's opinion.

GOALS

- Good education facilities for her granddaughter
- Government allocation/aid to improve her business
- Wants to be more aware of the political issues of her locality

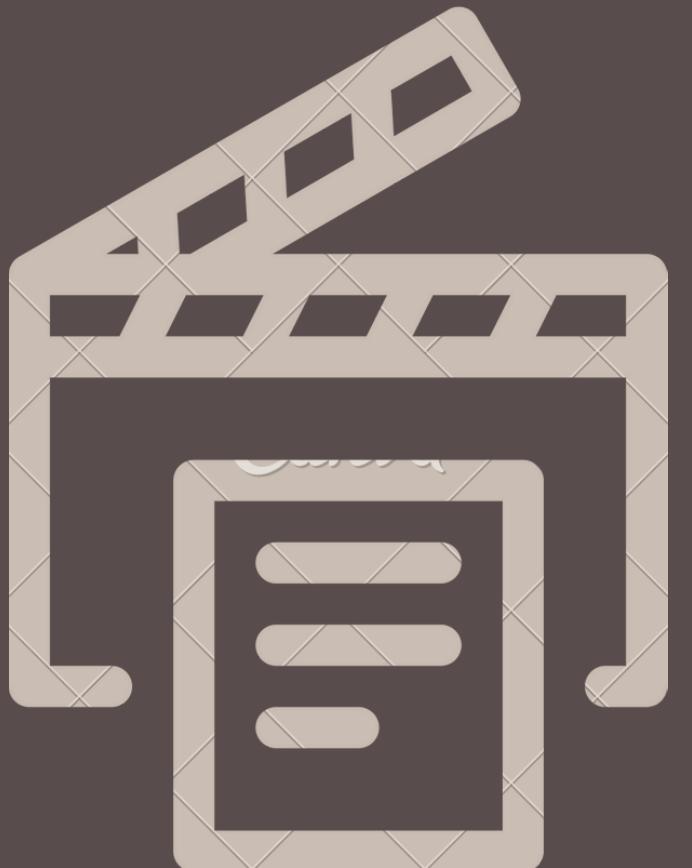
FRUSTATIONS

- Granddaughter not given equal opportunities (academic or non-academic)
- Government not fulfilling their promises for e.g., ration not given on time
- She does not have any idea of what the different political parties are providing her and her family
- She is busy and does not have time to go and see political rallies.

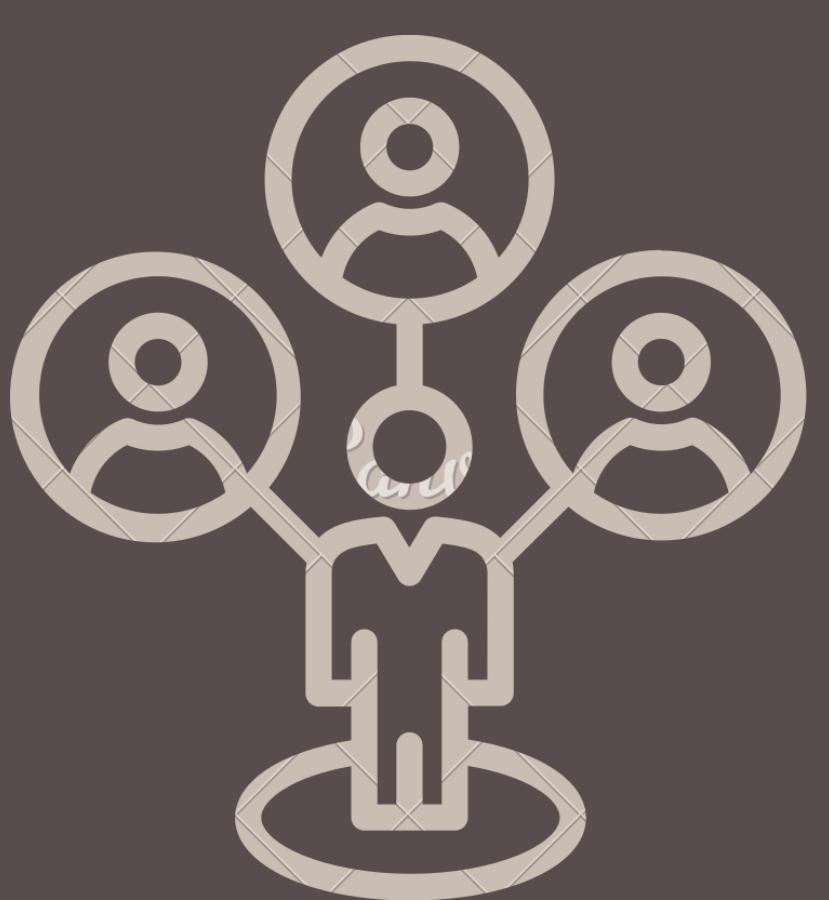
NEEDS

- Wants to be updated about different parties
- Wishes the party elected are providing solutions for a better wholesome education system in their area
- Wants the ration system to be corruption free

SCENARIO MAPPING

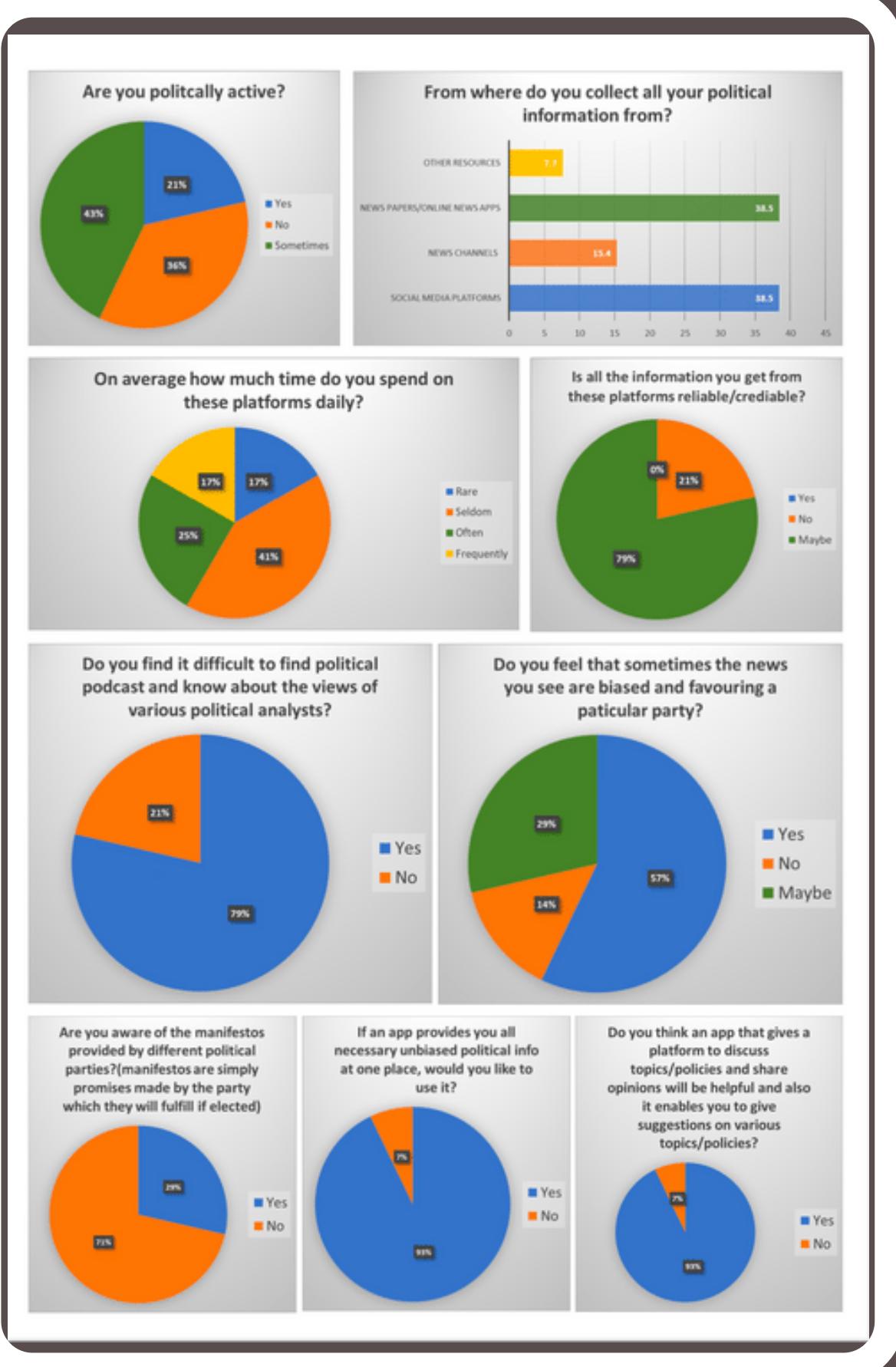


	LOGIN	HOMEPAGE	DISCUSSION PLATFORM	POLITICAL UPDATES	MAP SECTION
STEPS	User logs into the app User is provided with walkthrough and sign up	User comes across the homepage where he/she can choose among the options provided	User Opens the discussion platform.	User then opens the Dashboard with political updates	Viewing political map of states and getting information through it.
DOING	User logs into the app and enters his/her credentials Quick review on highlights and hot topics of politics.	User discovers all the broad features	join groups and participate in chats, debates and discussions Meet people with common perspectives ,views	Selects the political updates section. Looks at videos of political analysis giving their inputs on political news	Looks at political election results and public poll results
THINKING	Will this be reliable? Will there be transparency?	How should I navigate to each function? This app covers various aspects	Will the chats be enough active? Will people share their real opinions?	Are the updates refreshed timely ? Are there any fake updates shown?	Does it show every election results or just the main ones? Does it promote any party?
FEELING	Grateful Doubtful Hesitant,	Curious Excited	Excited Enthusiast Energized, Creative, liberal	Surprised Jubilant Amazed	Satisfied Relieved Boastful Appreciative
QUESTIONS	will this app be able to provide all refined info? will this user be open and transparent about each and every news related to politics without any fear or pressure	Deciding which option to use? What features does the app provides?	will the app be able to keep up the collaboration between the people will the chats and discussions be monitored by the app?	Will all the info be sorted according to user's convenience Will it be limited to a specific area or will have a broader range	Will all the districts will be covered or just the important highlighted ones. Are the public polls accurate?



AFFINITY MAPPING

RESEARCH FROM INTERVIEWS AND FORMS



WHAT WORKS?

USER EXPERIENCE OF PRESENT TIME POLITICAL PLATFORM

Registered users can post, like, and retweet tweets

Live Election Results and Updates

Past Election result detail and analysis

Future result prediction based on past results like Lok Sabha Elections and Vidhan Sabha Elections

EFFICIENCY OF PRESENT TIME APPS

Digital marketing for politicians are well trained to overcome negativity and are professionally motivated to focus on positive aspects of the candidate or party till the end of the election.

Keeping information up to date

WHAT DOES NOT WORK?

USER'S PROBLEM

False information causes people doubting opinions

No dedicated platform where you can express your views on different political informations

Interested but not enough time to catch up with all the political updates

Can't discuss community problems faced with all the members living nearby

Non availability of all political topics.

All political parties should present their opinions at a single platform

USER EXPERIENCE OF PRESENT TIME POLITICAL APPS

Unregistered users can only read those that are publicly available.

App does not provide a news section to keep people updated in terms of politics.

No calendar is provided, users cannot keep a track of upcoming rallies.

App uses poor design and boring interface

EFFICIENCY OF PRESENT TIME APPS

Lack of public opinion

Do not consider consumers or citizens in marketing campaign

Availability of widespread information, causes poor delivery of important facts

SUGGESTIONS

UI/UX

The application ought to be more intriguing to utilize.

Less monotonous and dull. To make it more pleasant and personalized.

Should be available in diverse language

Easier to navigate throughout the app

ENGAGEMENT

Ask users to join popular political events around them

Updates on topics they follow

Notification updates about major political updates

short and concise covering all the information.

FEATURES

News Archiver feature

A feature that helps me register to vote

Communicating with people and subjects that are relevant to you.

App dedicated to discuss politics is needed

Information about all election future and past

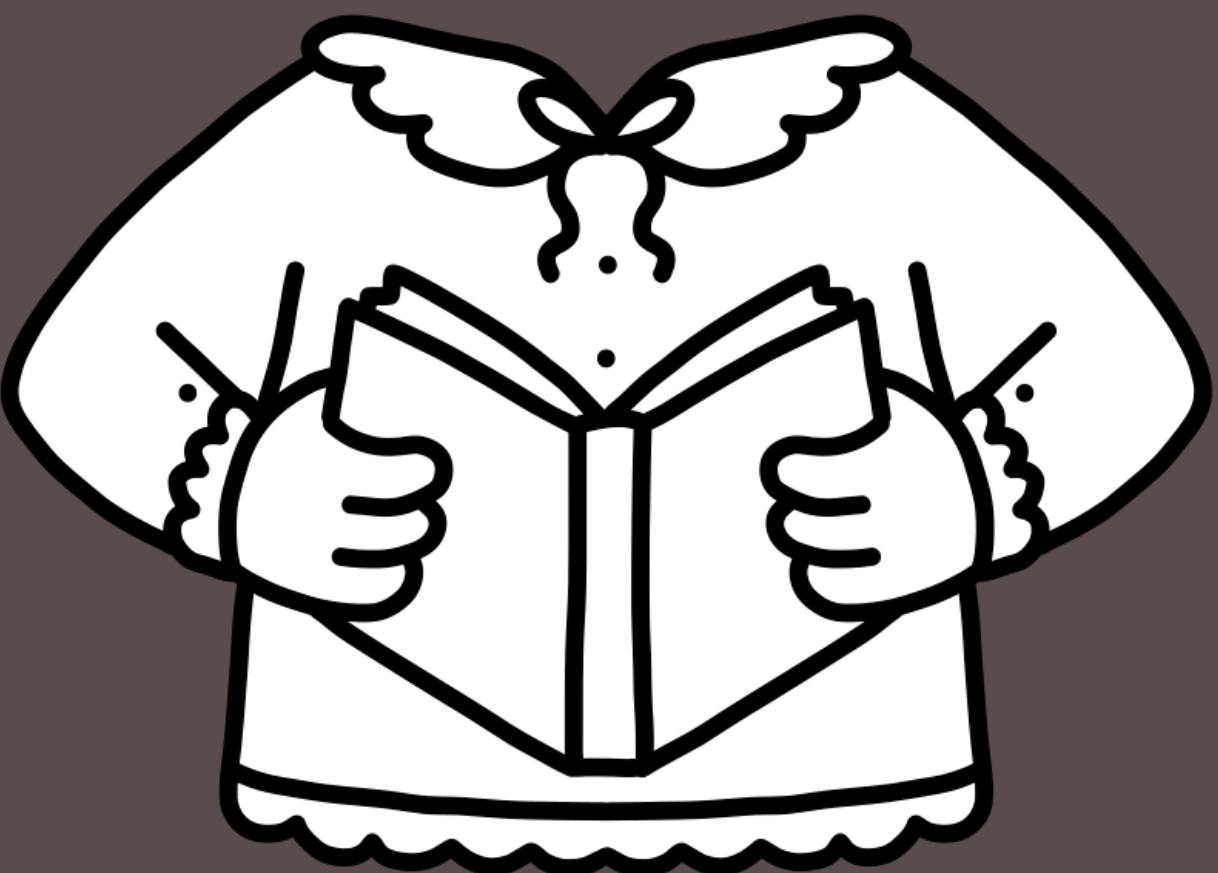
All political updates must be delivered to a single app

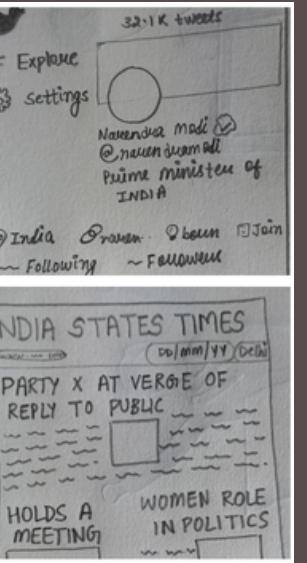
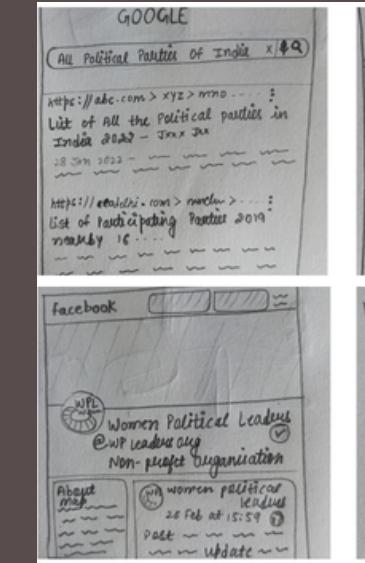
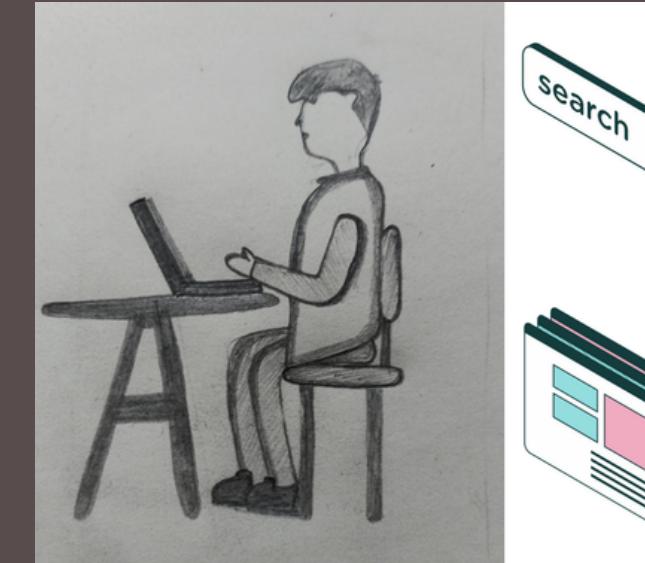
REAL TIME IMPACT

Increased level badge with increase in engagement

Increased followers with increase in platform usage

STORYBOARD

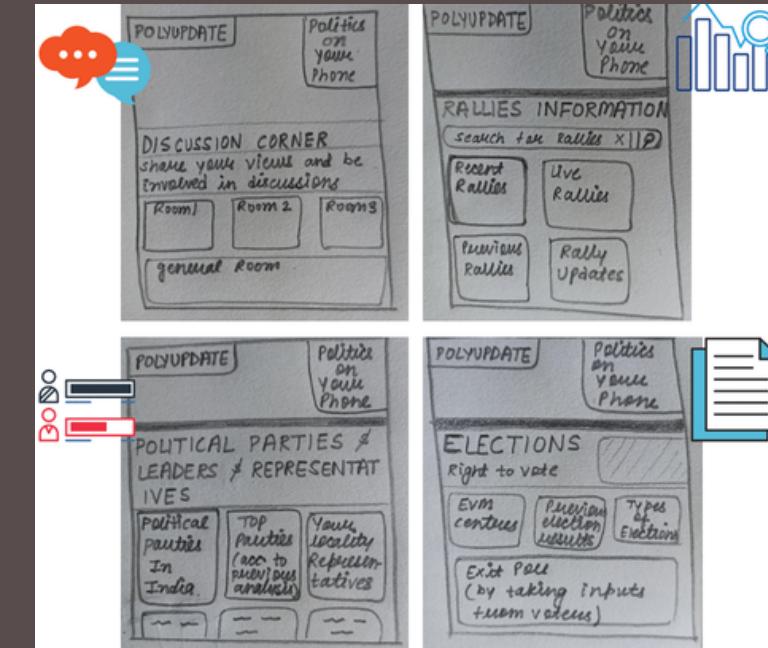




Rameshwaram prakash is a first year political science at JNU who has keen interests in politics.

He got a political related project from his college for which he had to collect a lot of data and information.

He runs to his desktop and starts finding information. He goes through a number of platforms and social media accounts to collect information such as twitter handles of political leaders, facebook pages of parties, news channels, and many more.

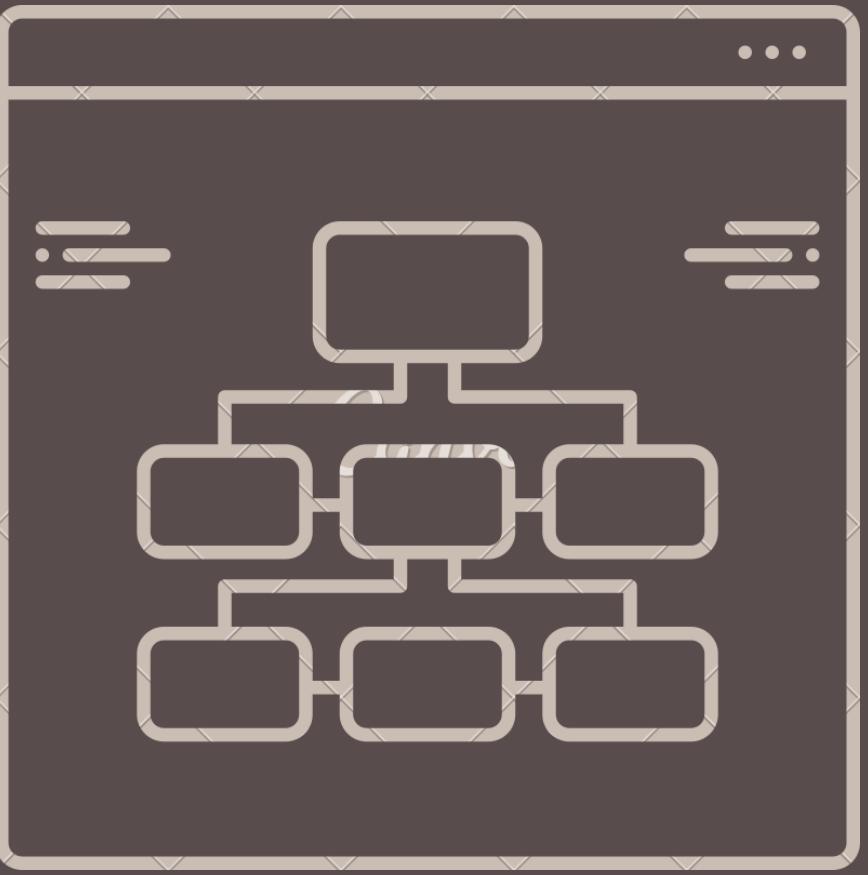


As he goes through them he gets frustrated due to the conflicting information provided by different platforms, he was unable to find a reliable source for his project.

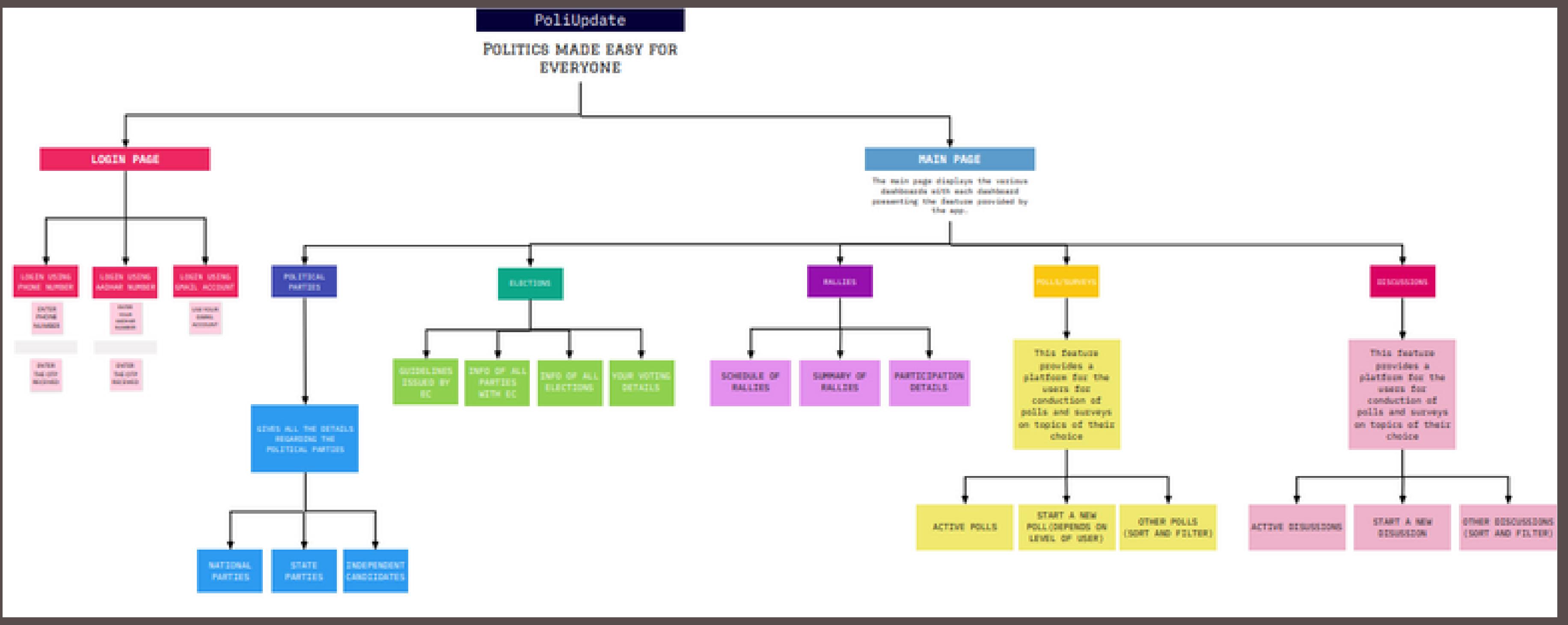
After getting really annoyed he reaches to his phone and searches for our app POLIUPDATE where he could find all political related information with reliable sources.

He uses the app and appreciates all the features , he sees all the sections provided in the app such as discussion platform, rallies, polls, elections, political news ,etc., Accordingly he uses the required information.

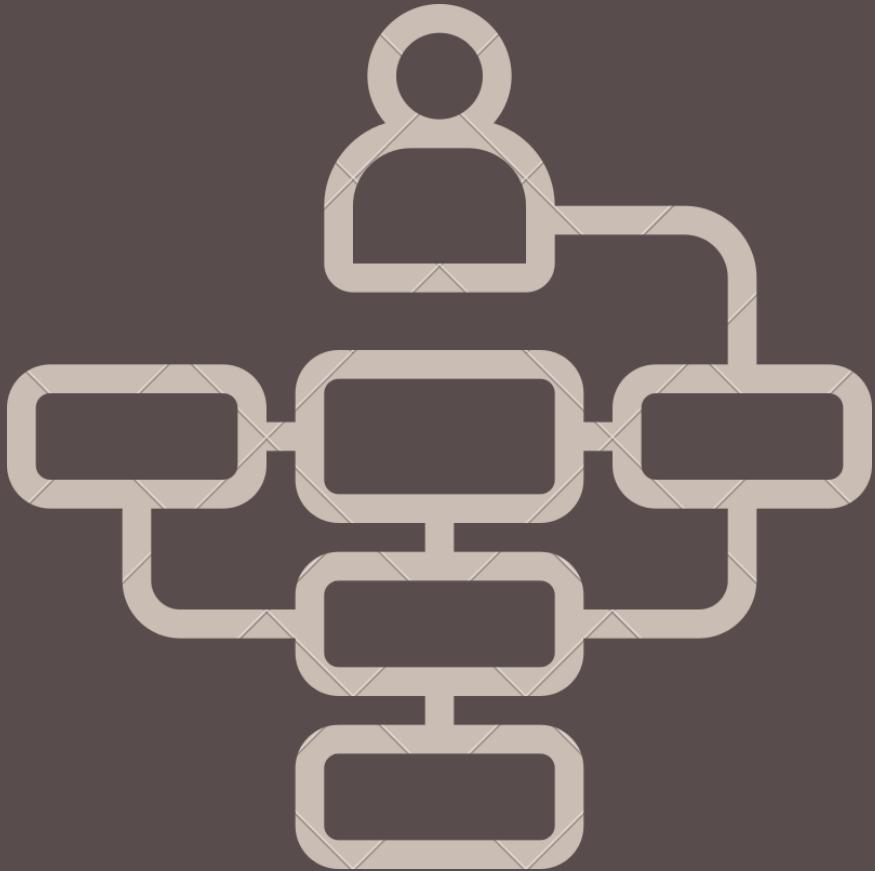
Finally he not only completes his project instead aces it. And he uses our app further also to get daily updates and get election information as he just turned 18 and reserved right to vote.

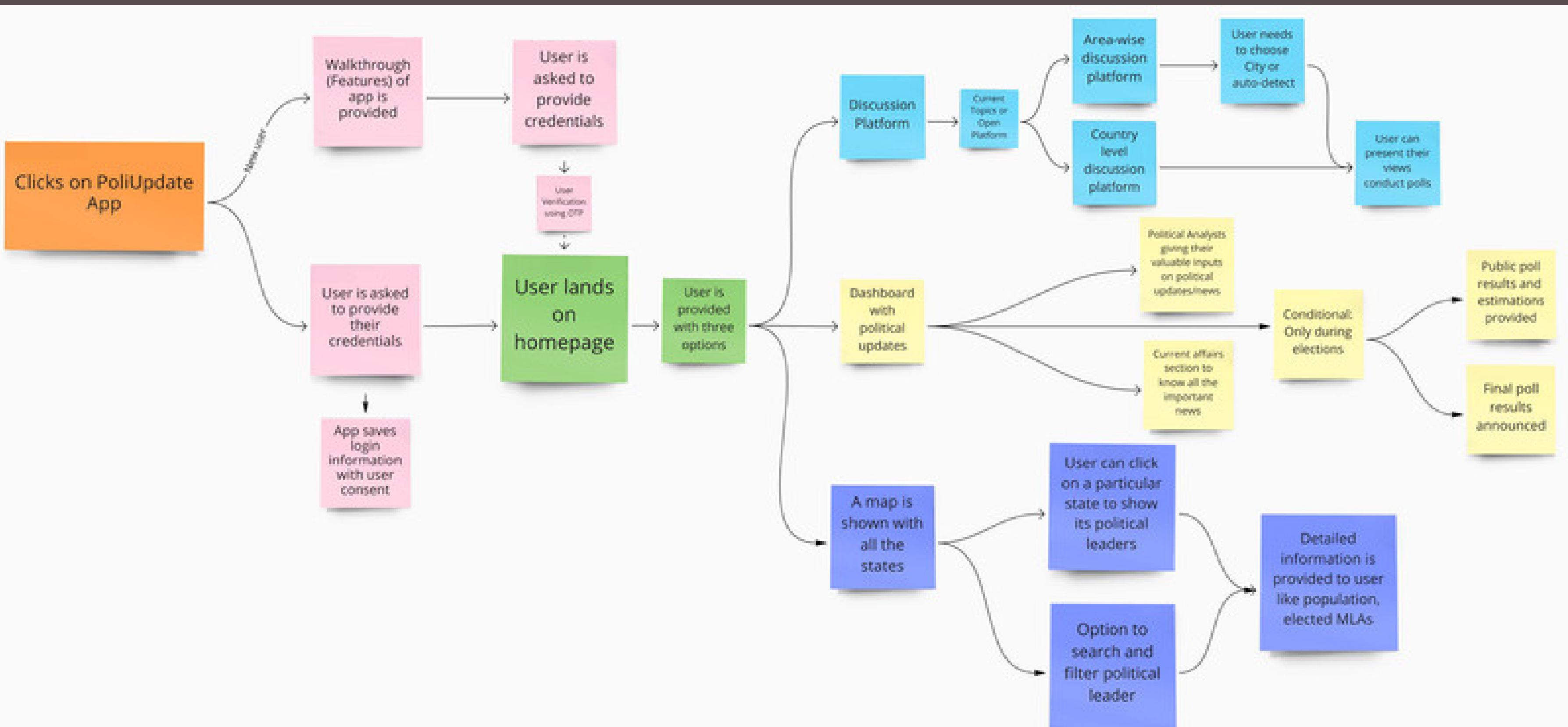


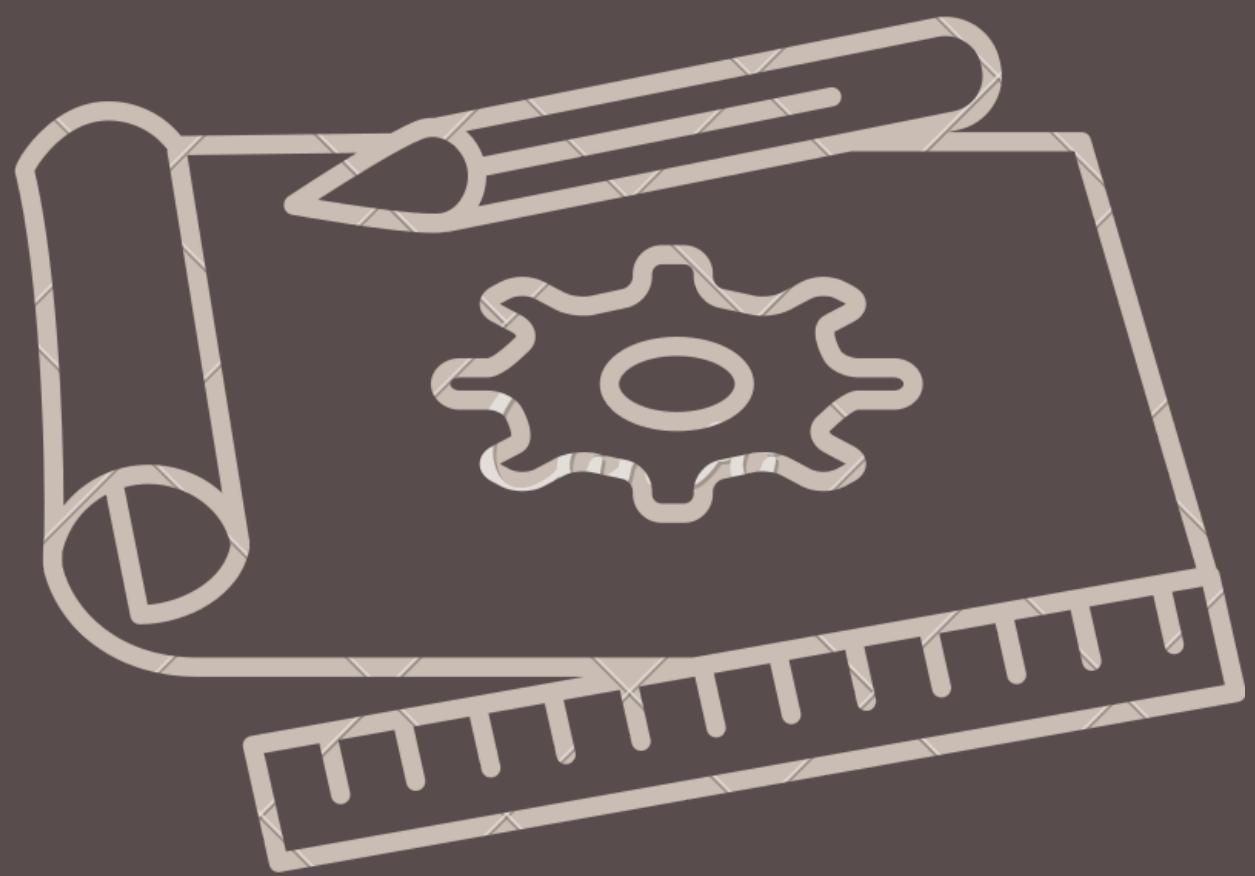
INFORMATION ARCHITECTURE



USER FLOW



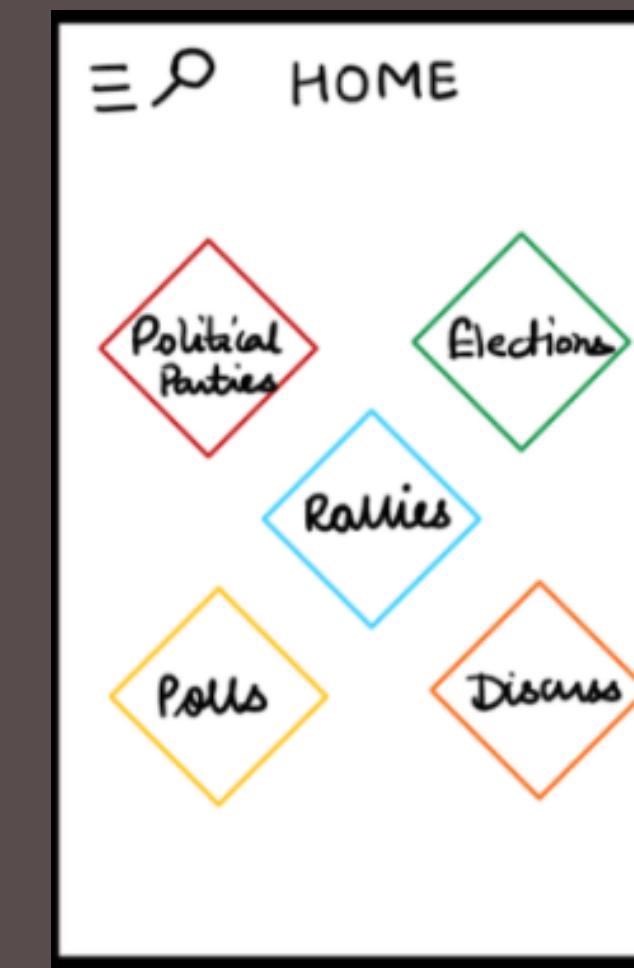




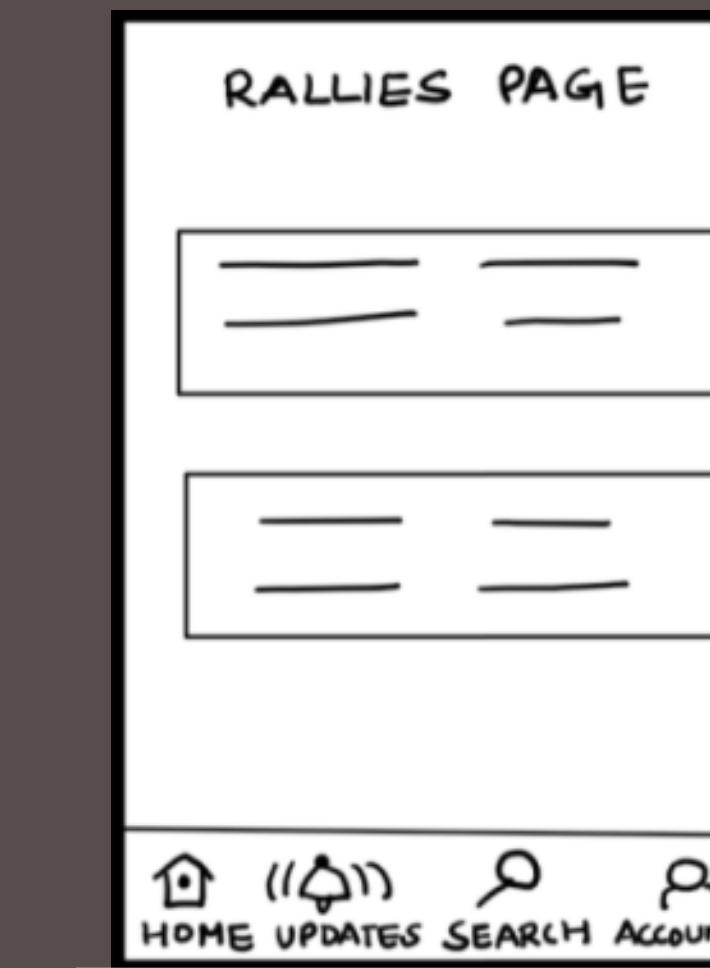
LOW FIDELITY



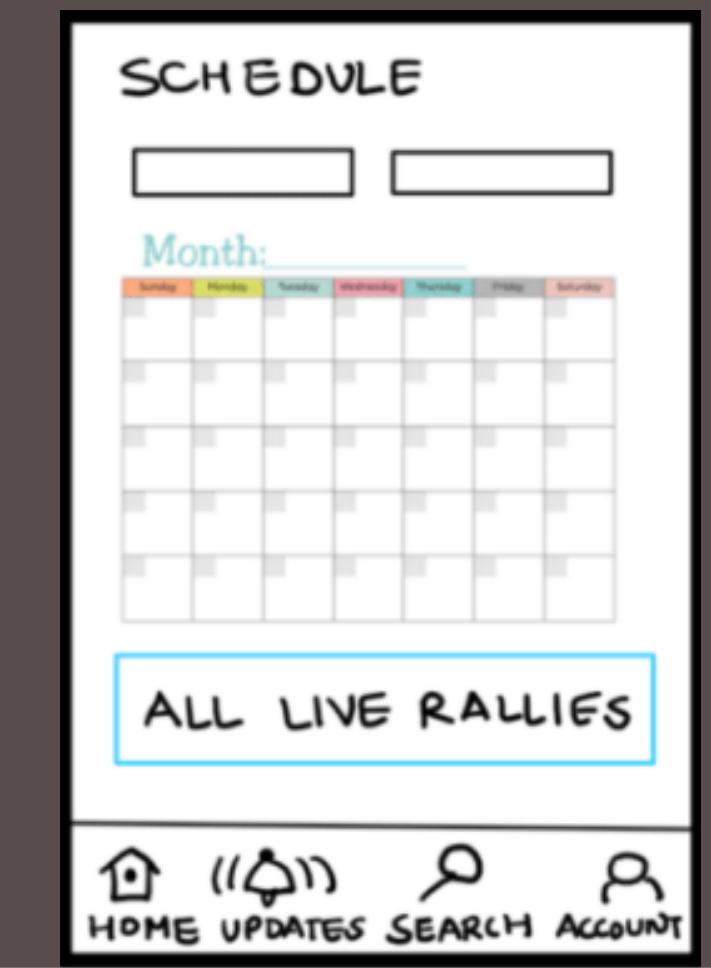
Sign in/up section



HomeScreen



Political Rallies Section

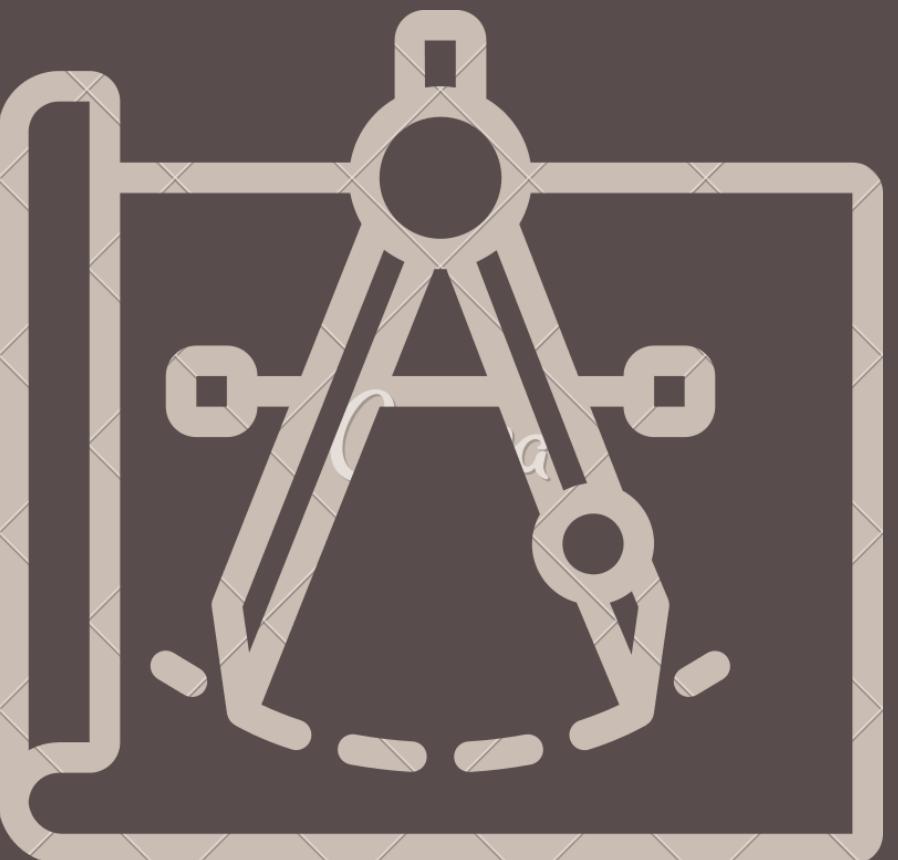


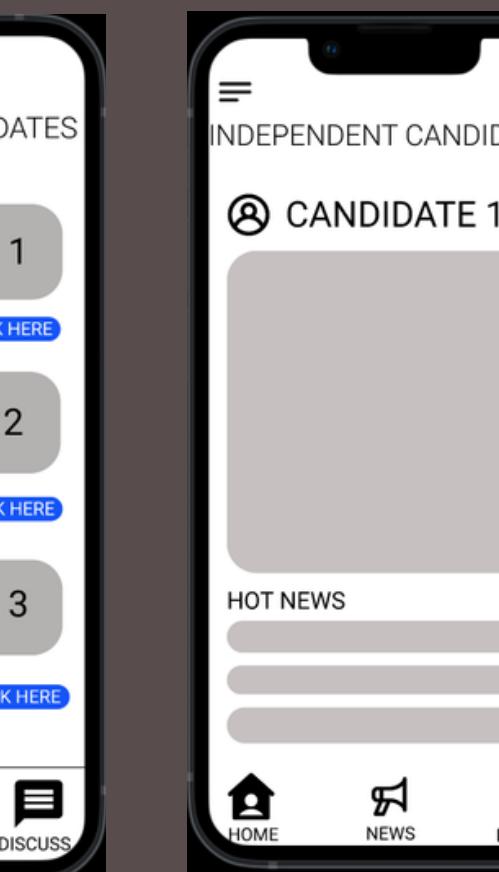
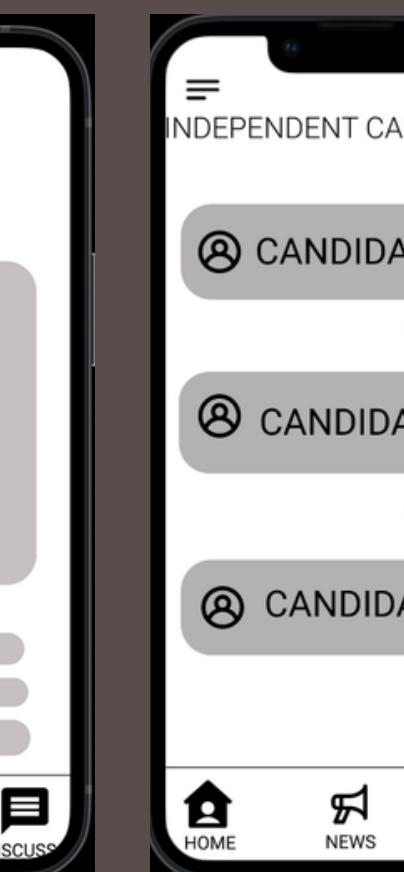
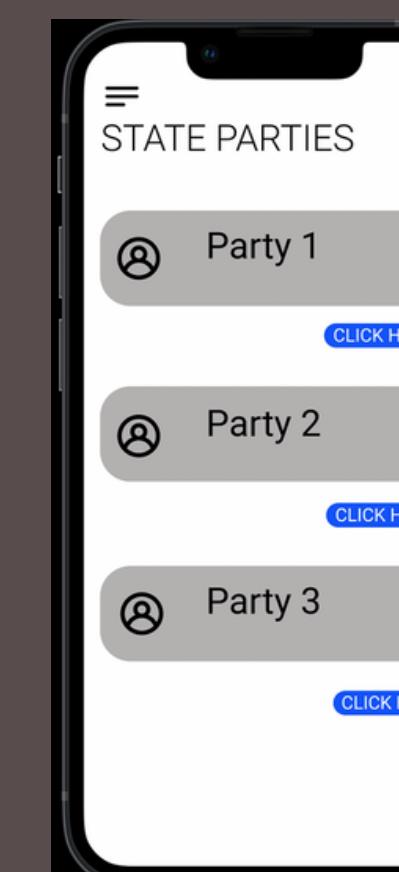
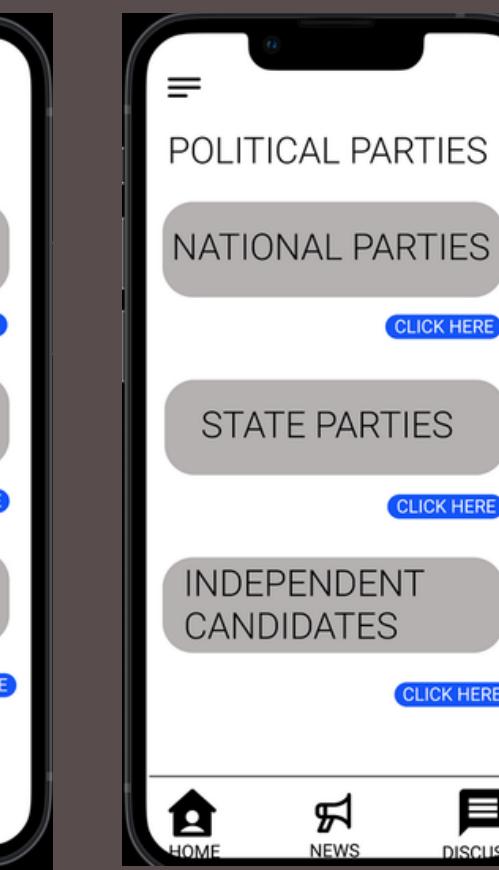
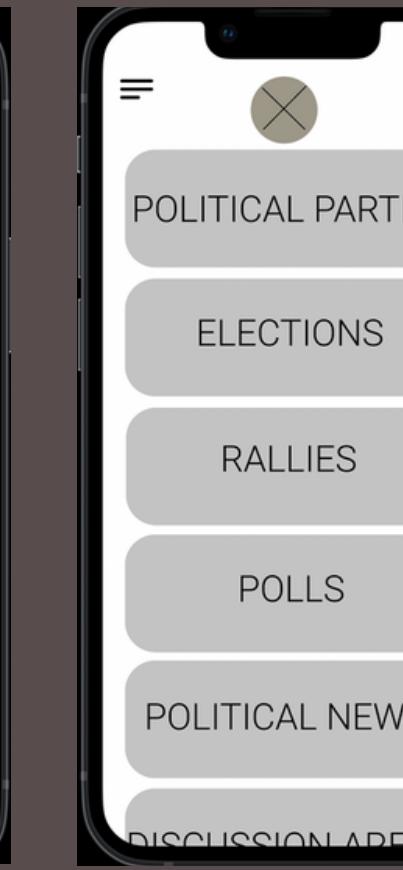
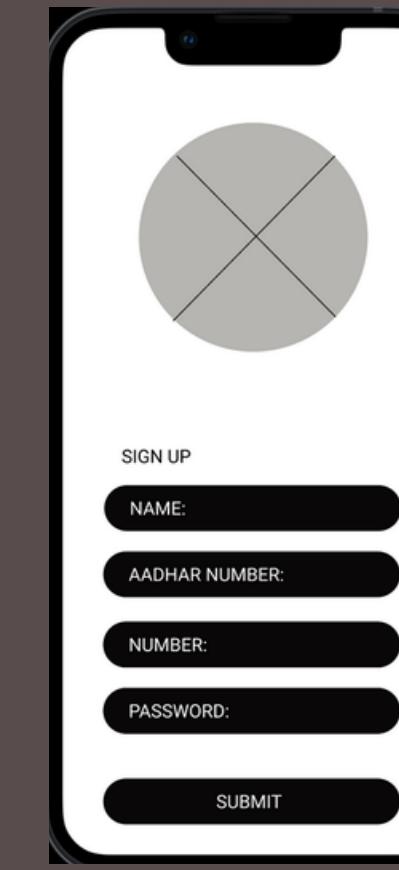
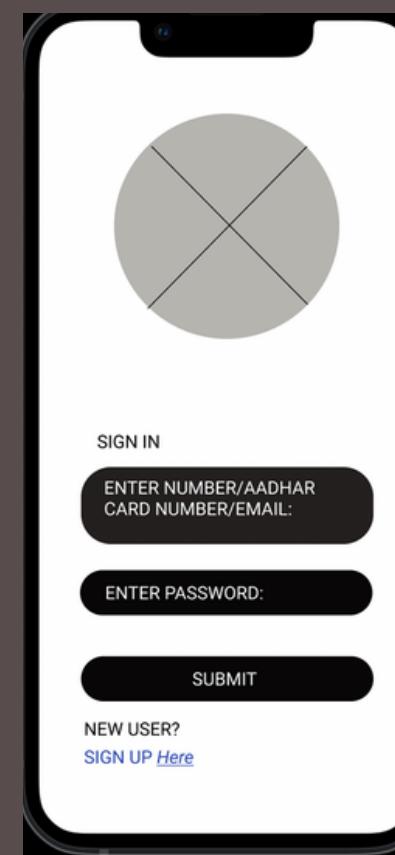
Political Rallies Section



Political Rallies Section

MEDIUM FIDELITY





Political Rallies Section

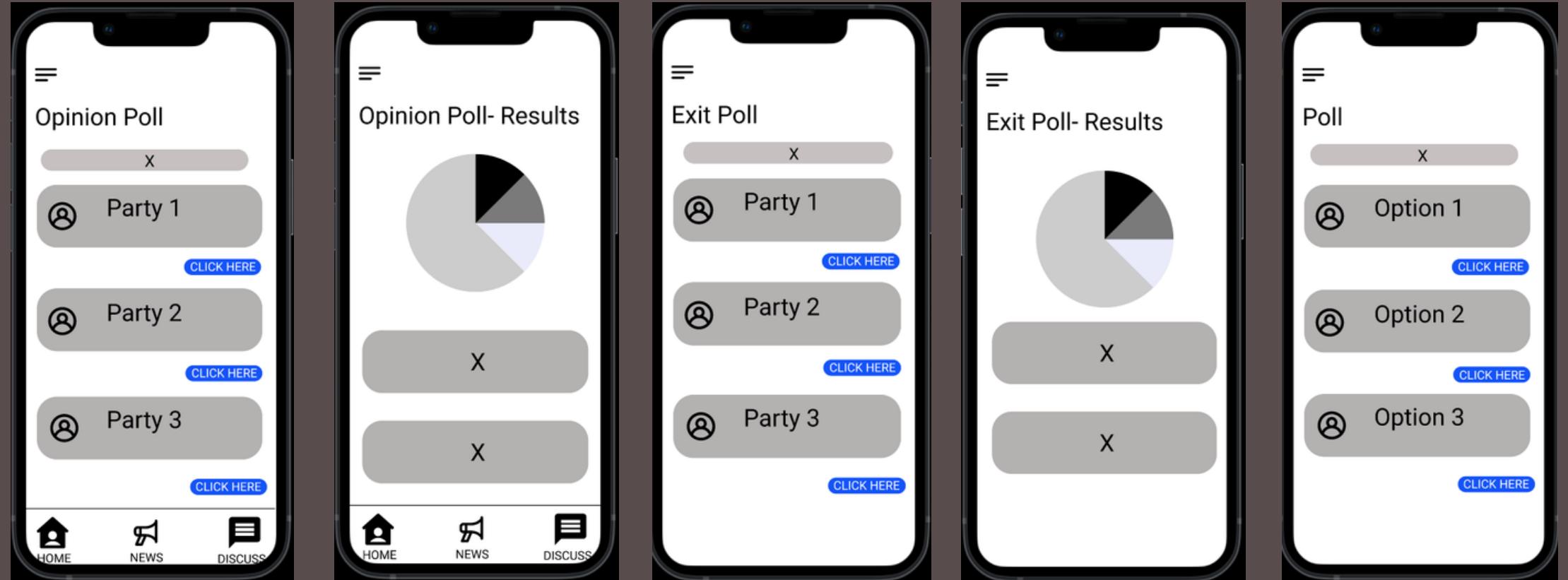


Political Rallies Section



Political Rallies Section

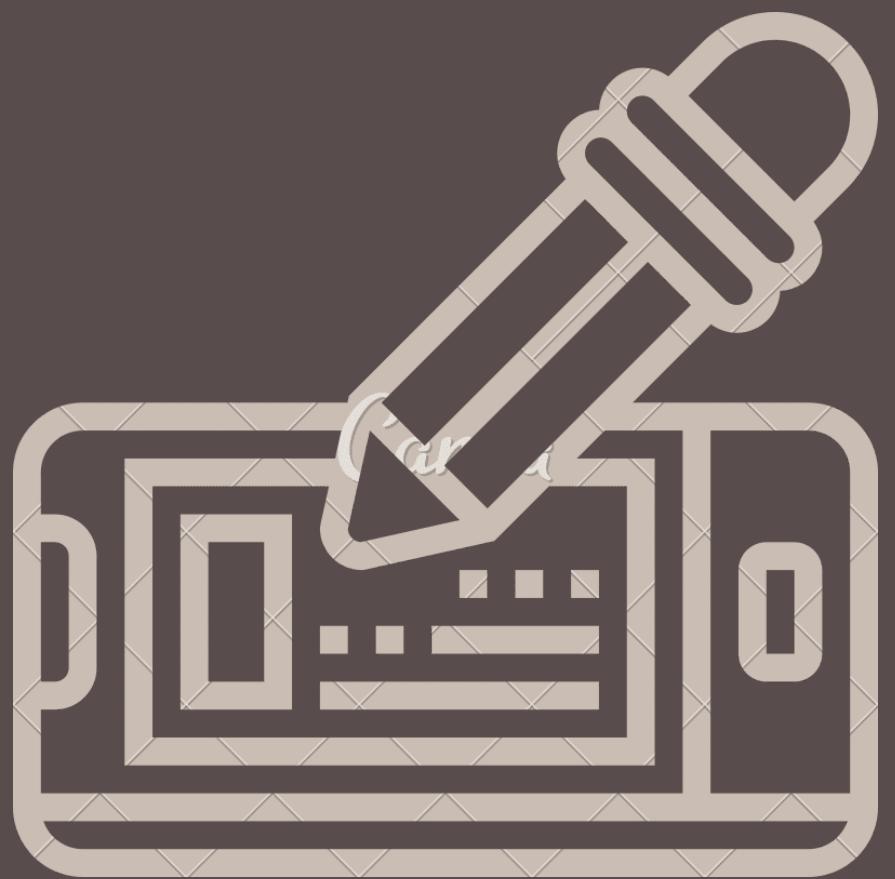
Elections



Polls



Discussion



HIGH FIDELITY

<https://www.figma.com/proto/4N78ShxZevBn6OD6Wscyta/PoliUpdate?node-id=174%3A1037&scaling=scale-down&page-id=0%3A1&starting-point-node-id=174%3A1037&showproto-sidebar=1>



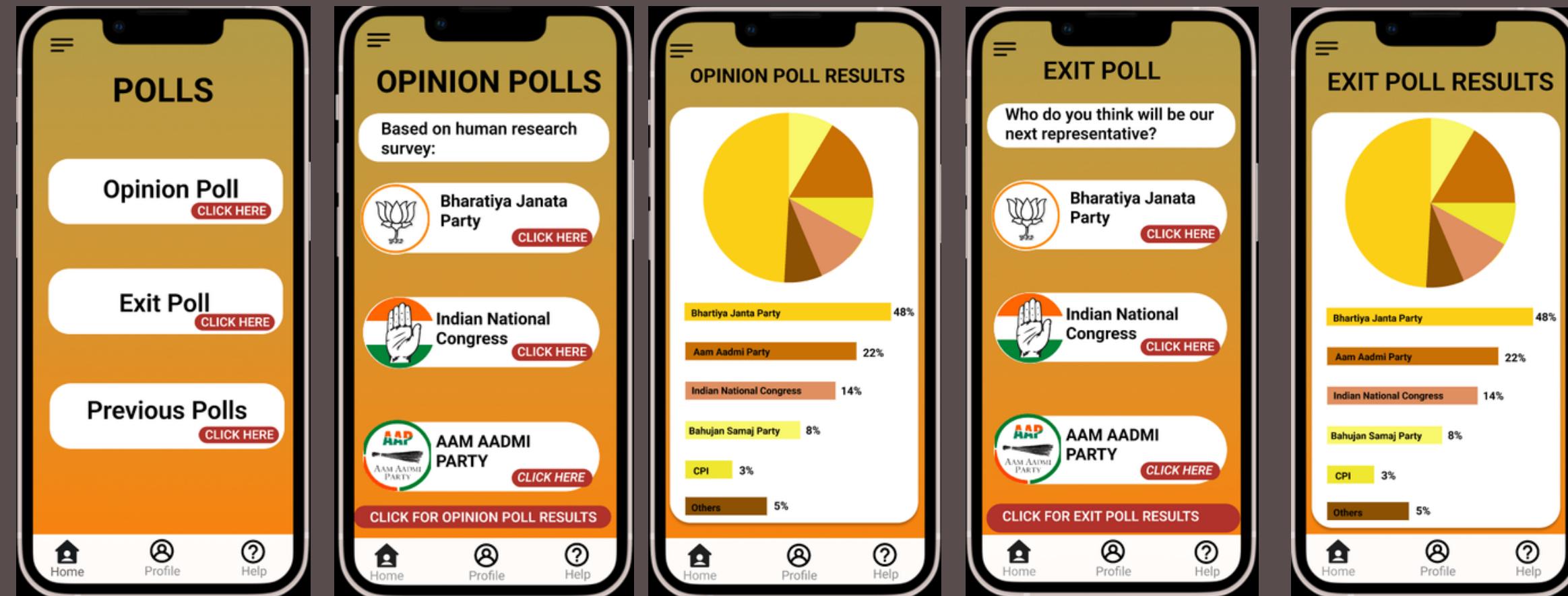
Sign in/up
section

HomeScreen

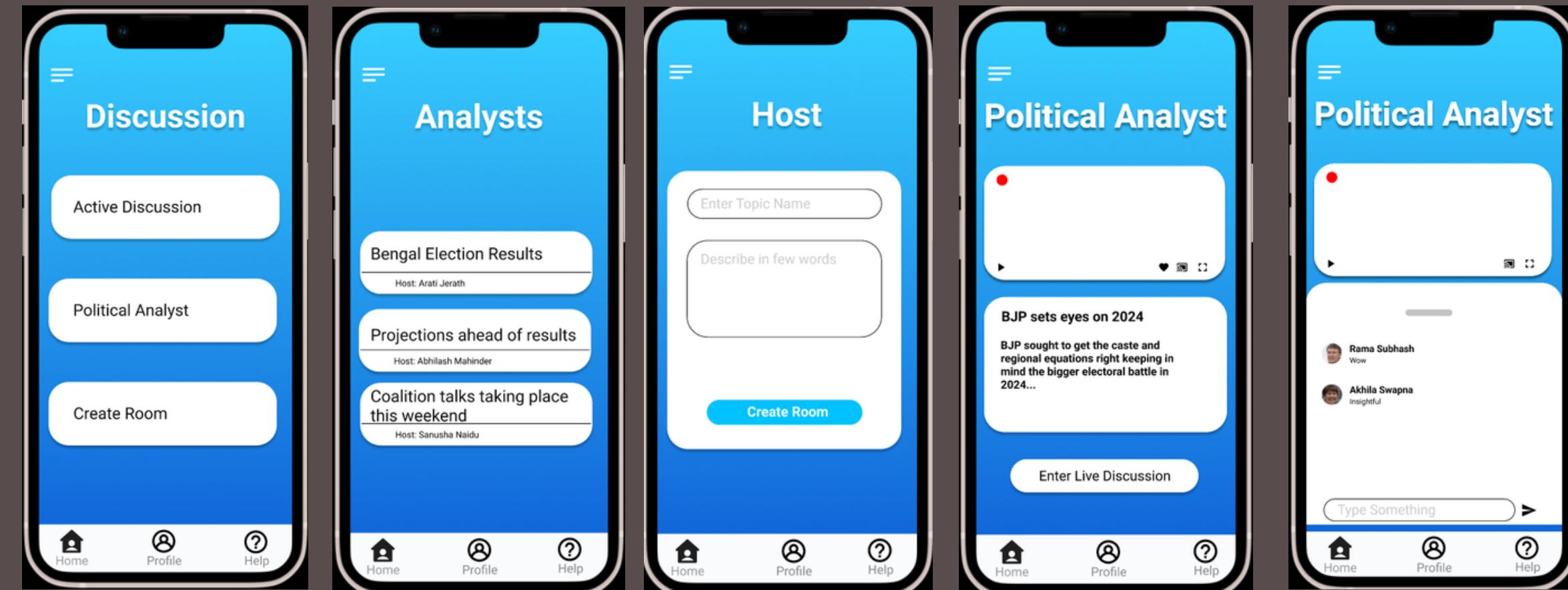
Political Rallies
Section



Political Rallies Section



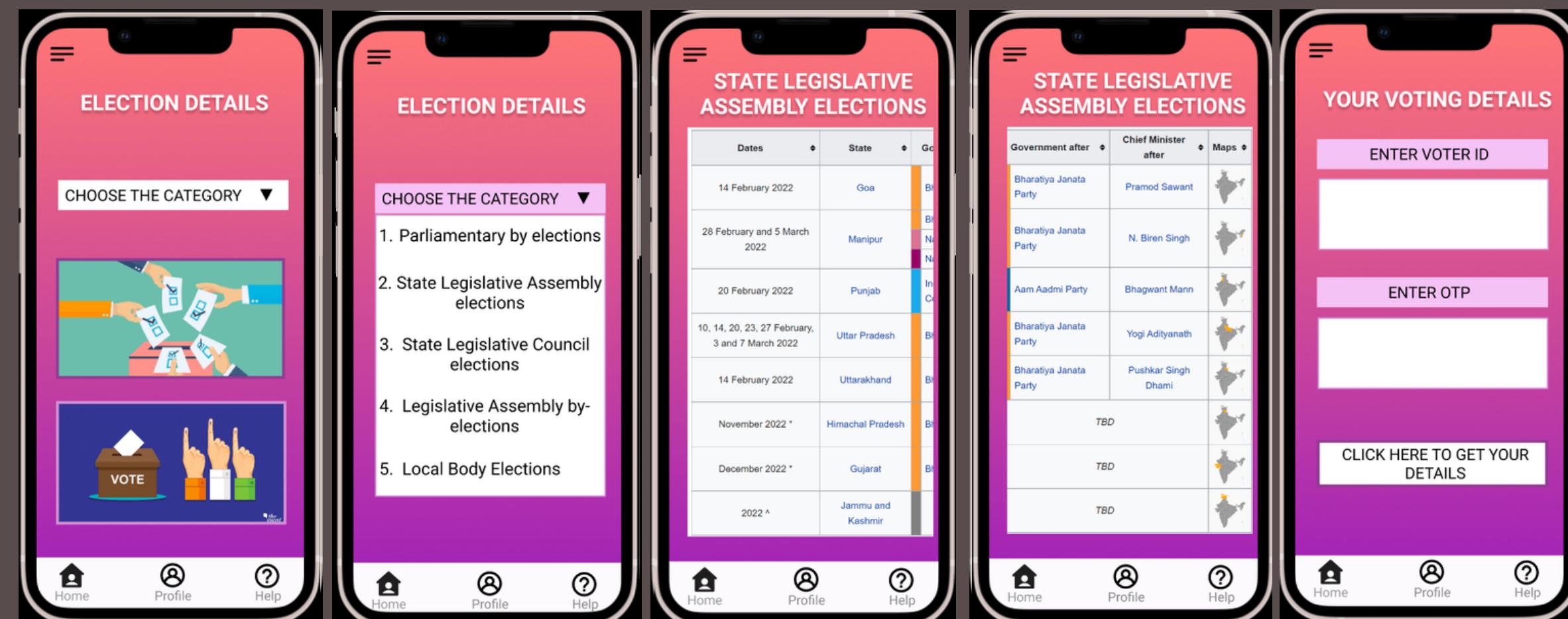
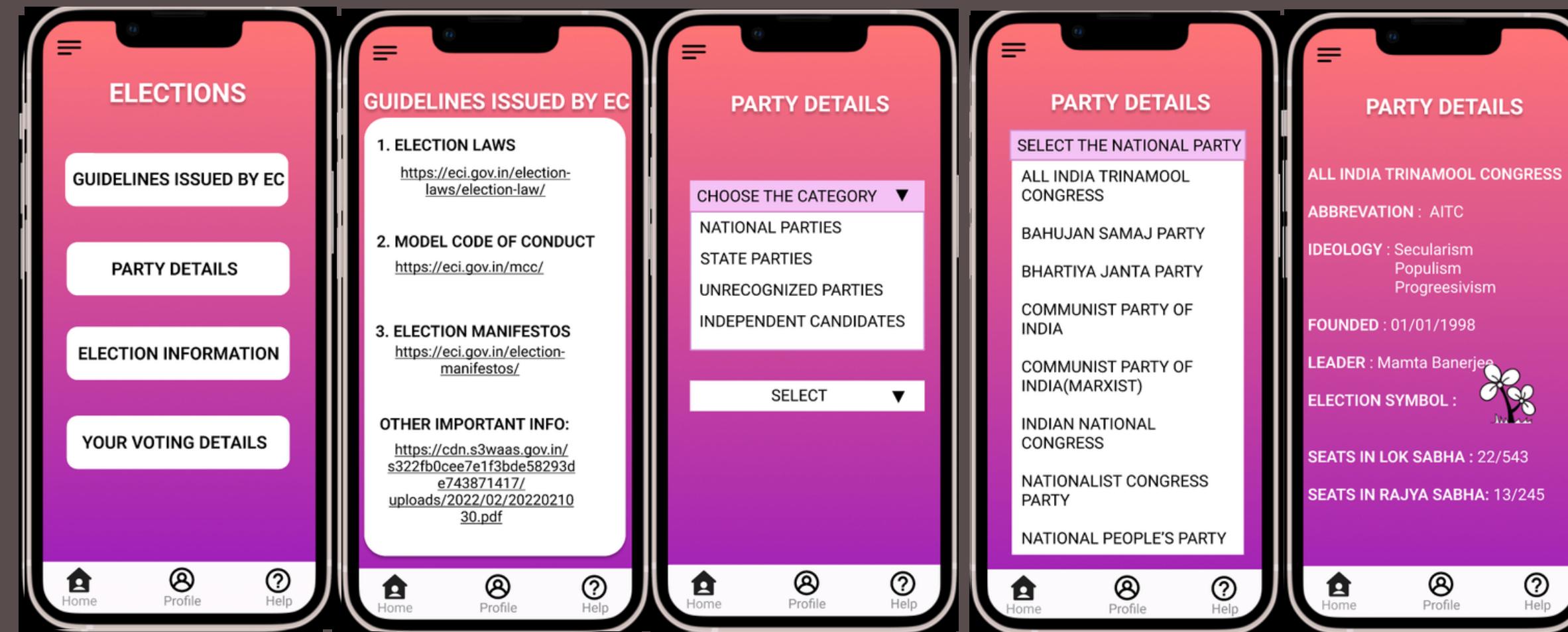
Polls Section



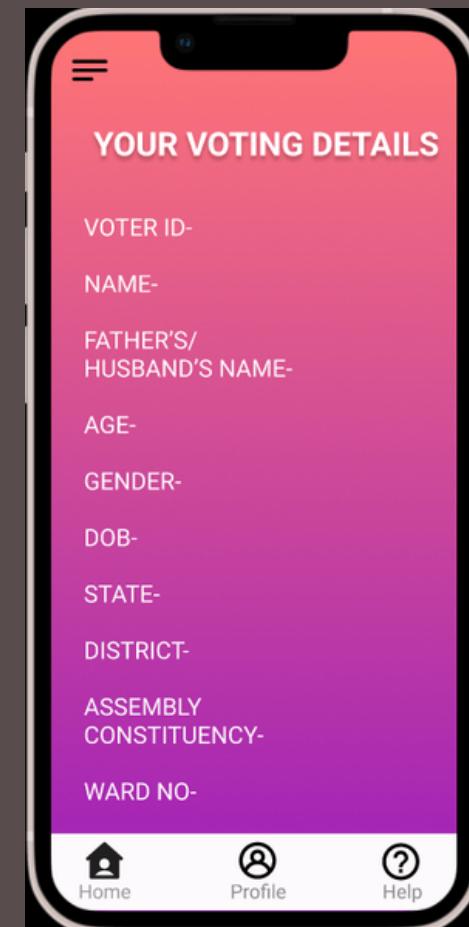
Discussion Section



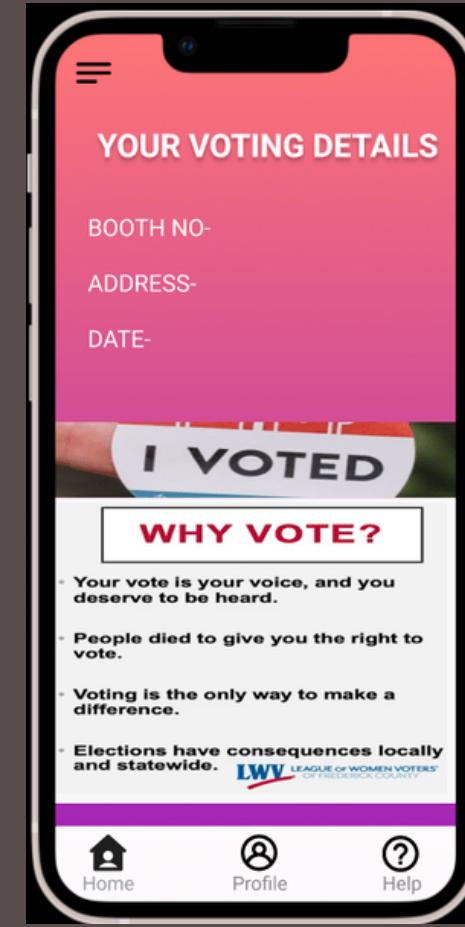
Political Parties Section



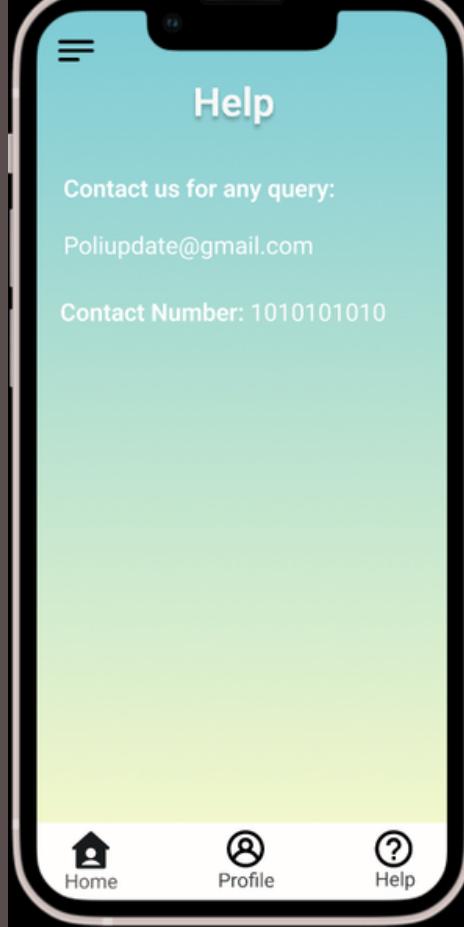
Election Detail Section



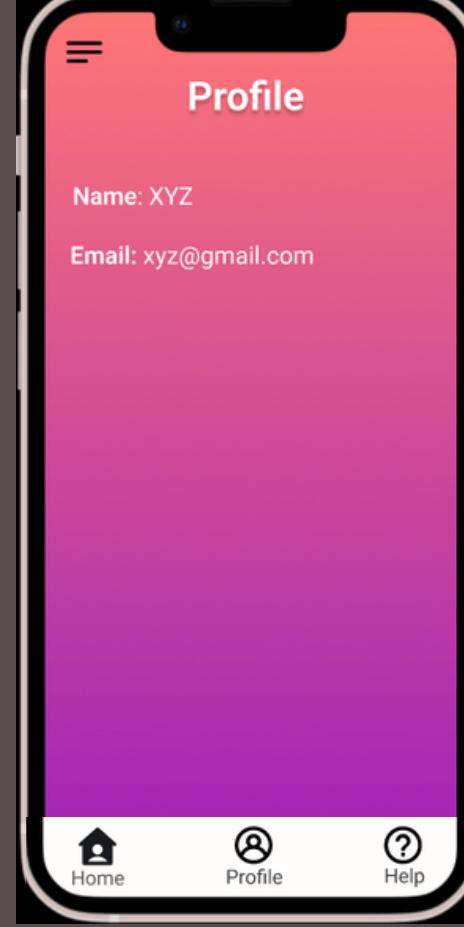
Election Detail Section



Political News Section

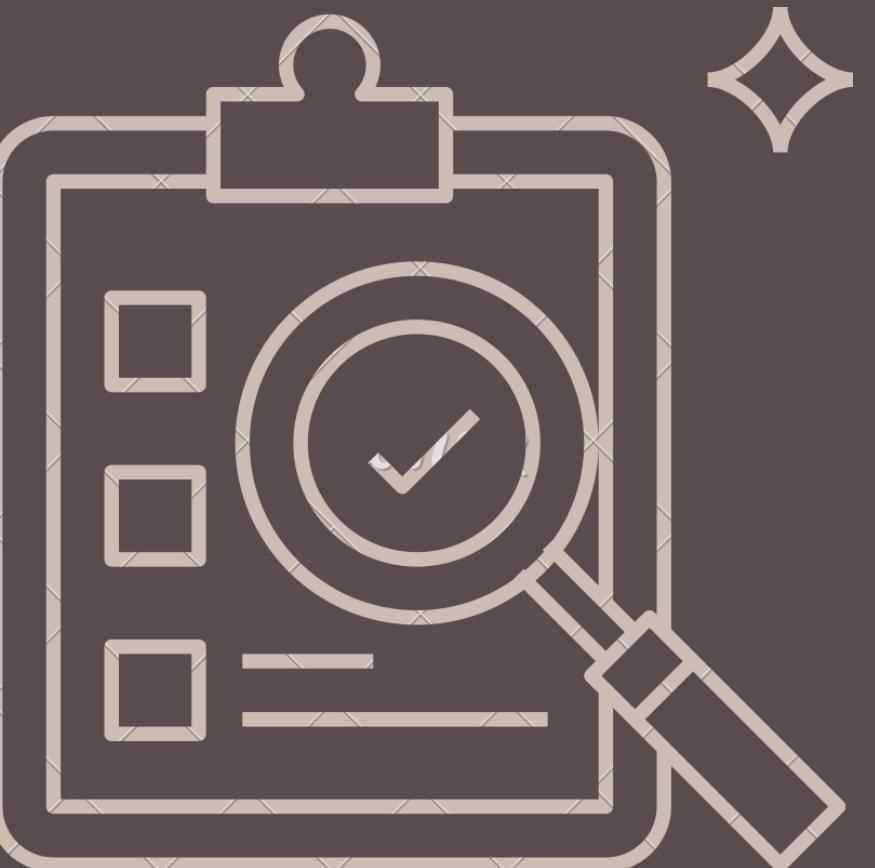


Help Section



Profile Section

PROTOTYPIC EVALUATION



<https://forms.gle/n5CcvoMosjehVGw9>

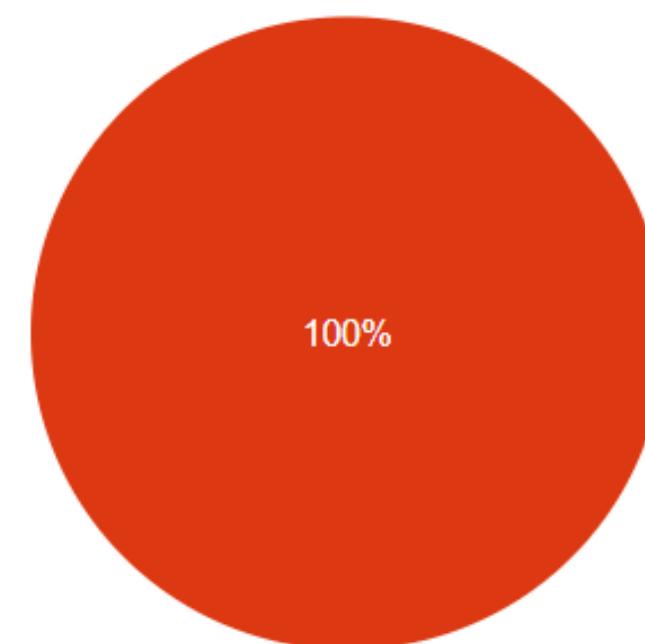
Do you feel it is important to be aware about the political state of the country?

4 responses



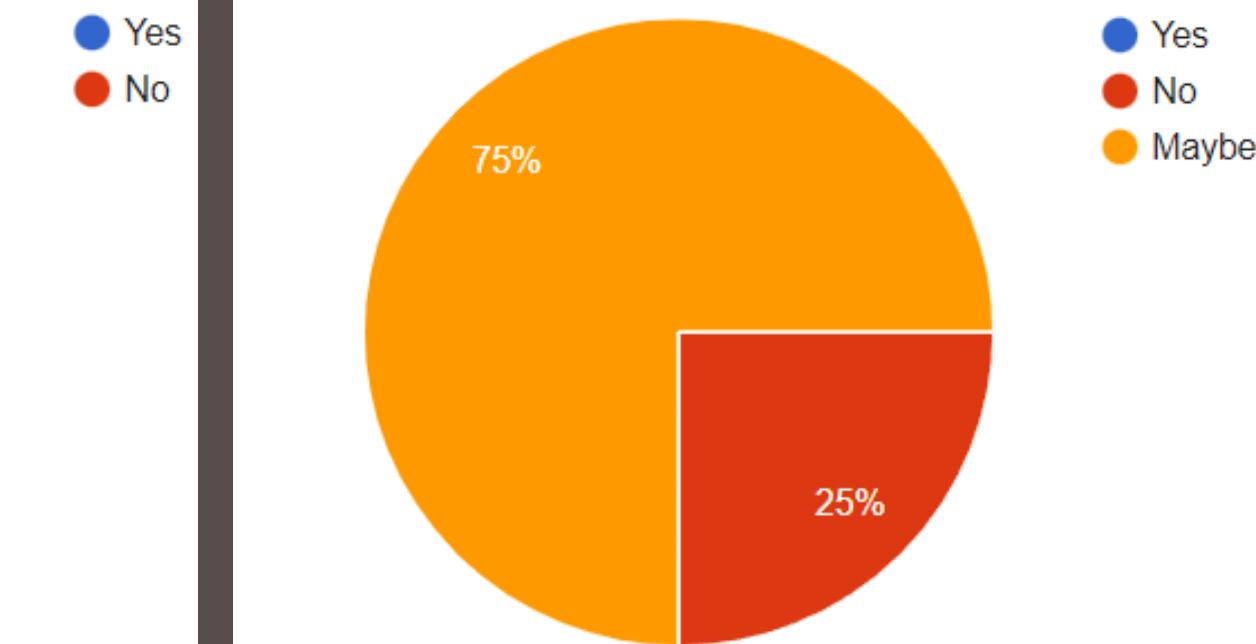
Have you used any app related to politics before

4 responses



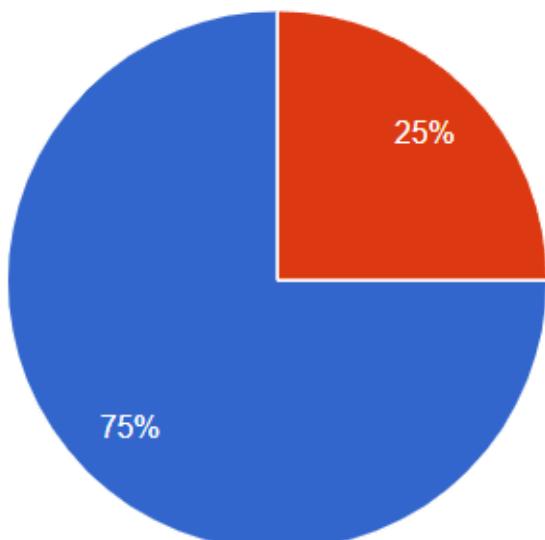
Do you find social media apps to be a reliable source of political updates?

4 responses



Do you feel the need to have an app to receive all updates and information related to politics?

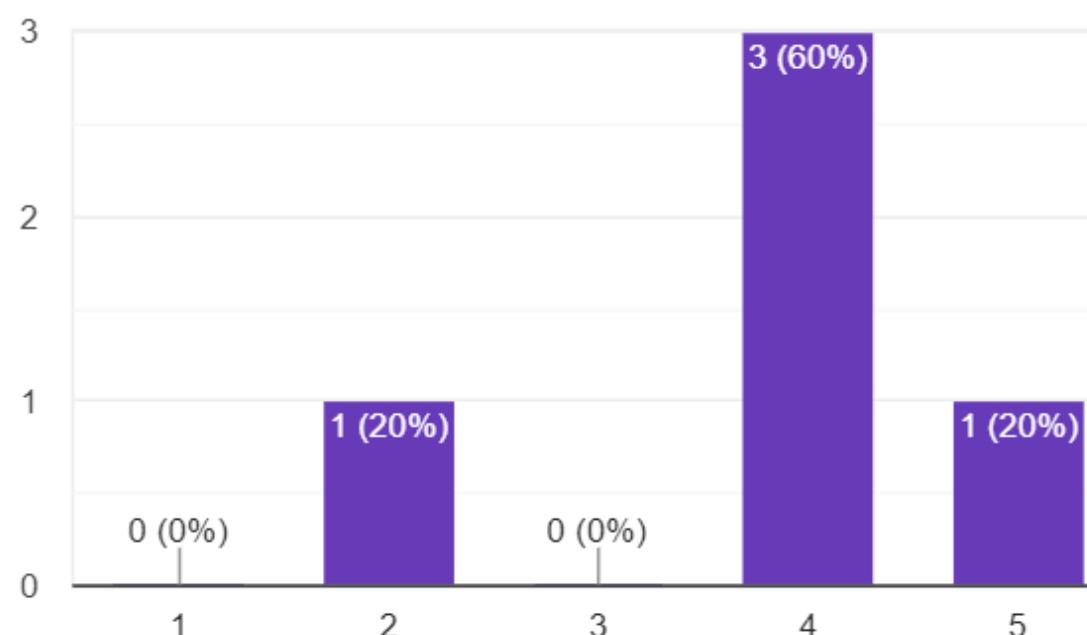
4 responses



How simple was it to access pages from the homescreen?

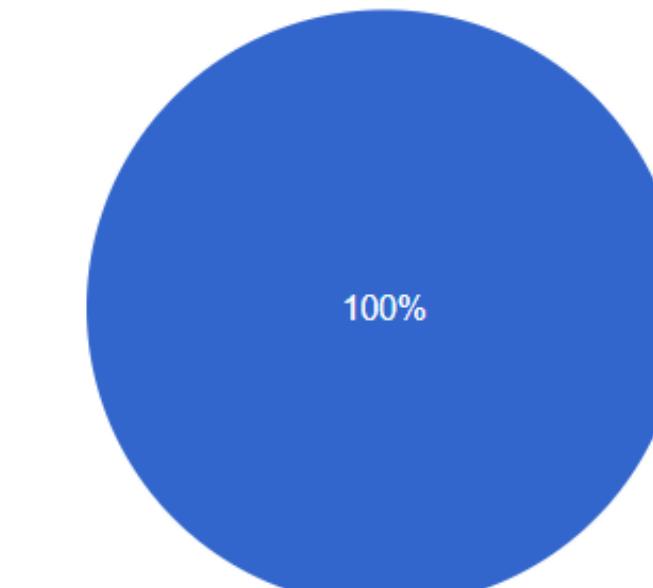
5 responses

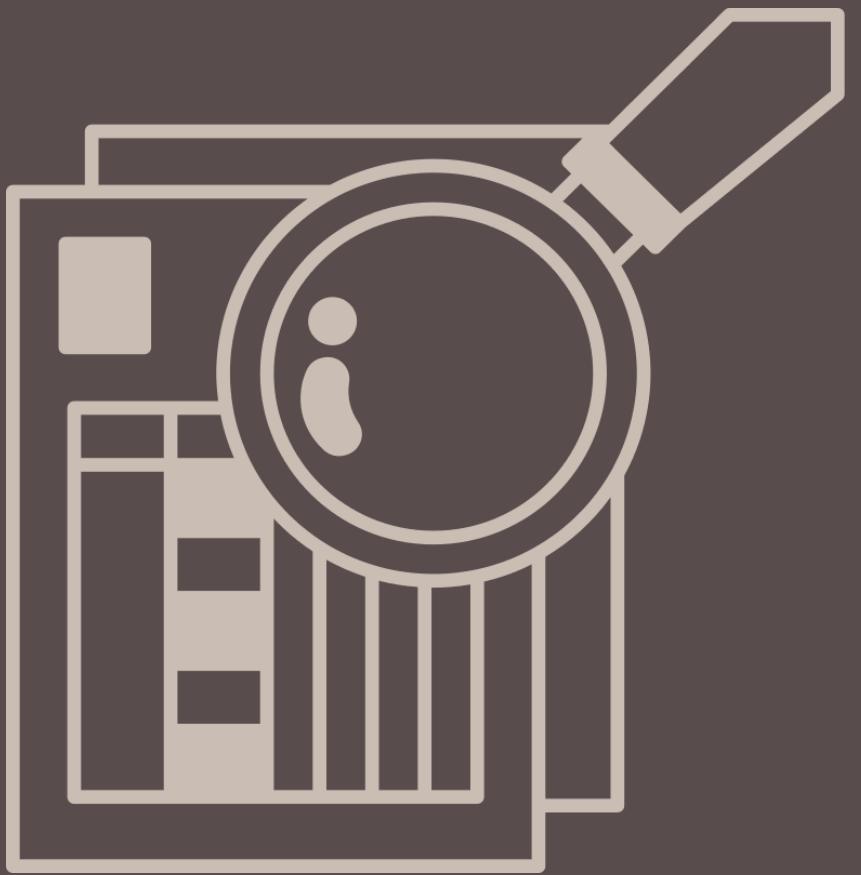
Copy



Do you feel the interface of the app is simple and easy to understand ?

5 responses

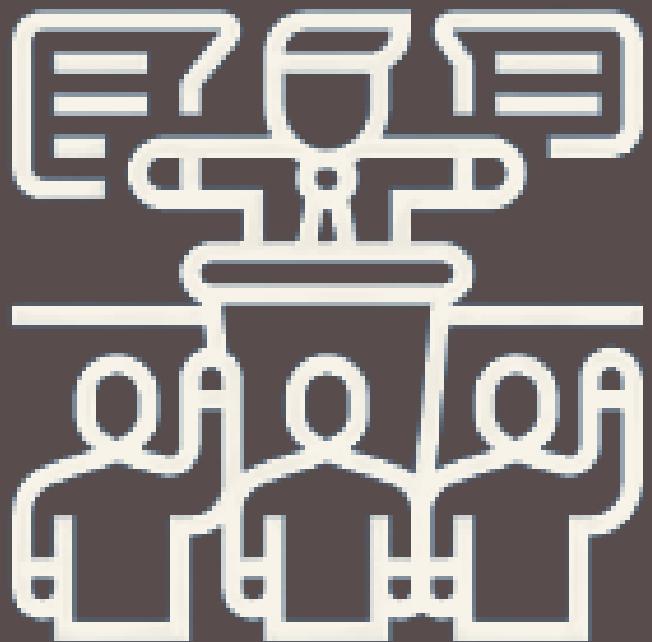




GUERRILLA TESTING

- Could have added your most important feature on the task bar so user can access it easily
- It is not much informative, you could add more information and one more feature of live political news or headlines could be added.
- Participants can easily open up and share their thoughts without being judged on discussion platform.
- Elections section is informative and explanatory, that section is well defined on its own.
- Poll election could have had an feature where people could participate in exit polls online. Also, It's not mentioned here which poll results are being showed here which is a bit confusing

Thank
you!



PoliUpdate

SRIDHAR SODHI 2021104

AANCHAL GUPTA 2021224

ATHARV SRIVASTAVA 2021240

HIMANSHU SACHDEVA 2021256

PRIYA YADAV 2021272