

Info Challenge 2024 Team IC24054 Abstract
Eric Blackman, Abby Wexler, Lyndsey Kiperman, Esteban Melendez

VerticalApps introduced the problem in which they are working to create a quiz to help voting efforts and educate their consumers on which political candidates best align with their beliefs. They challenged us to best design an approachable and user friendly quiz to support this. Our team's challenge was to make an app that can be used by voters on the front end and also election officials on the back end. First, on the front end, we wanted the survey to ask questions about music preferences, which will correlate with political preferences and give consumers resources to educate themselves on their best aligned candidate. This approach would allow us to demonstrate a way to guide voters in the direction of a candidate that best aligns with their beliefs in order to make better voting decisions.

We chose music preferences to make the quiz user-friendly, and also based off of studies that showed correlation between the two. We made sure to include a variety of different question formats, such as multiple choice, multi-answer, and ranking in order to make the quiz more engaging and gather data in new ways. To enhance the quiz, we did research on the effectiveness of different types of survey questions to best design and craft each question. Our analysis will be able to match the voter results to each candidate's answers. Our design of this quiz created effective benchmarks to best align the candidates and create distinctions. We believe that using these methods, VerticalApps will be able to connect election offices to voters in order to make informed decisions.