

VerticalApps Voting Candidate Matching Tool

Info Challenge 2024
Design

Meet the Team



Eric Blackman
Finance & OMBA



Abby Wexler
Finance & OMBA



Lyndsey Kiperman
Finance & OMBA



Esteban Melendez
Finance & OMBA

Agenda

Problem

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Results

Problem

VerticalApps is a
tech-software
company

Interested in making
“BuzzFeed” style
political quizzes

Match a voter with a
candidate in their
voting district

Approach

Design an **easy to use app** that can match a voter with a candidate

Formulate the **types of questions** each quiz can ask the voter

Calculate results to match voter with the **best candidate**

Design

Candidate Side

```
graph TD; A[Candidate Side] --> B[Candidates are represented by musical genres]; A --> C[Alternative way of representing candidates to be more approachable]; A --> D[Real life analysis based on political candidates];
```

Candidates are represented by **musical genres**

Alternative way of representing candidates to be **more approachable**

Real life **analysis** based on political candidates

Design

Voter Side

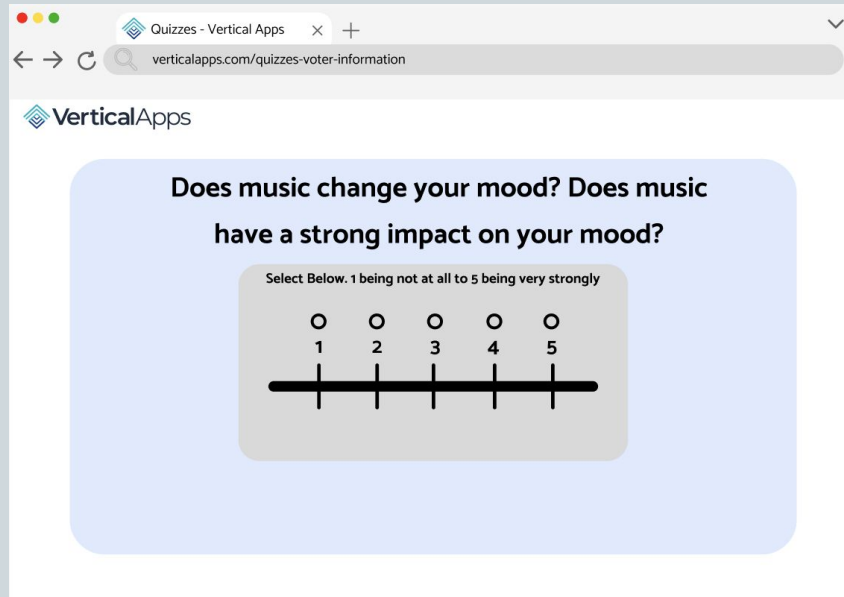
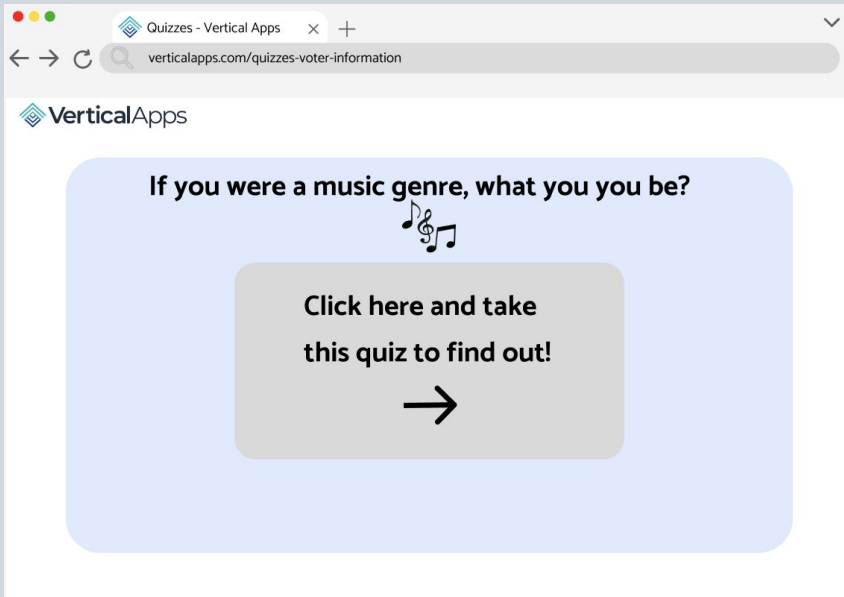
```
graph TD; A[Voter Side] --> B[Gain understanding of how voters align with musical genres]; A --> C[Variety of questions types to gain deep understanding]; A --> D[Example questions shown in Wireframe];
```

Gain understanding of how **voters align with musical genres**

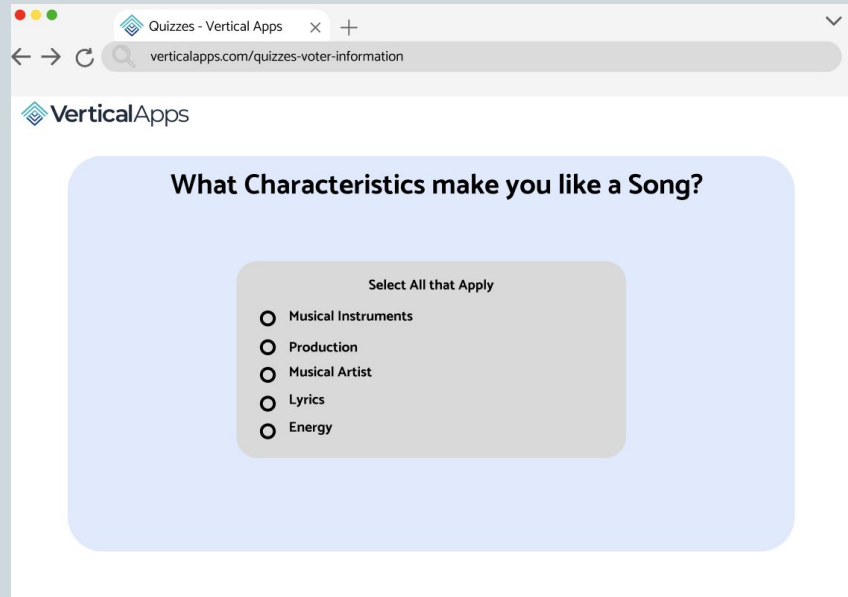
Variety of questions types to gain deep understanding

Example questions **shown in Wireframe**

Quiz Wireframe



Quiz Wireframe



Quizzes - Vertical Apps

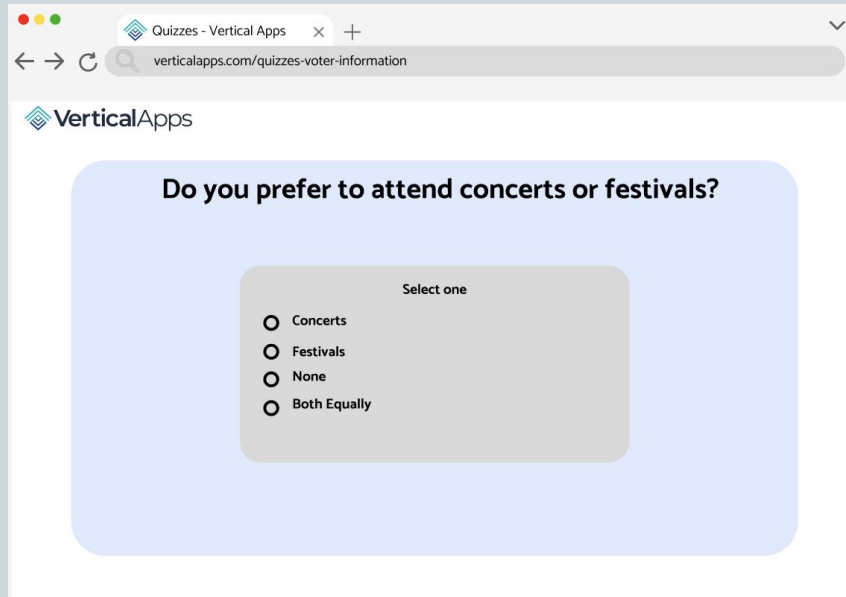
verticalapps.com/quizzes-voter-information

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What Characteristics make you like a Song?

Select All that Apply

- ☐ Musical Instruments
- ☐ Production
- ☐ Musical Artist
- ☐ Lyrics
- ☐ Energy



Quizzes - Vertical Apps

verticalapps.com/quizzes-voter-information

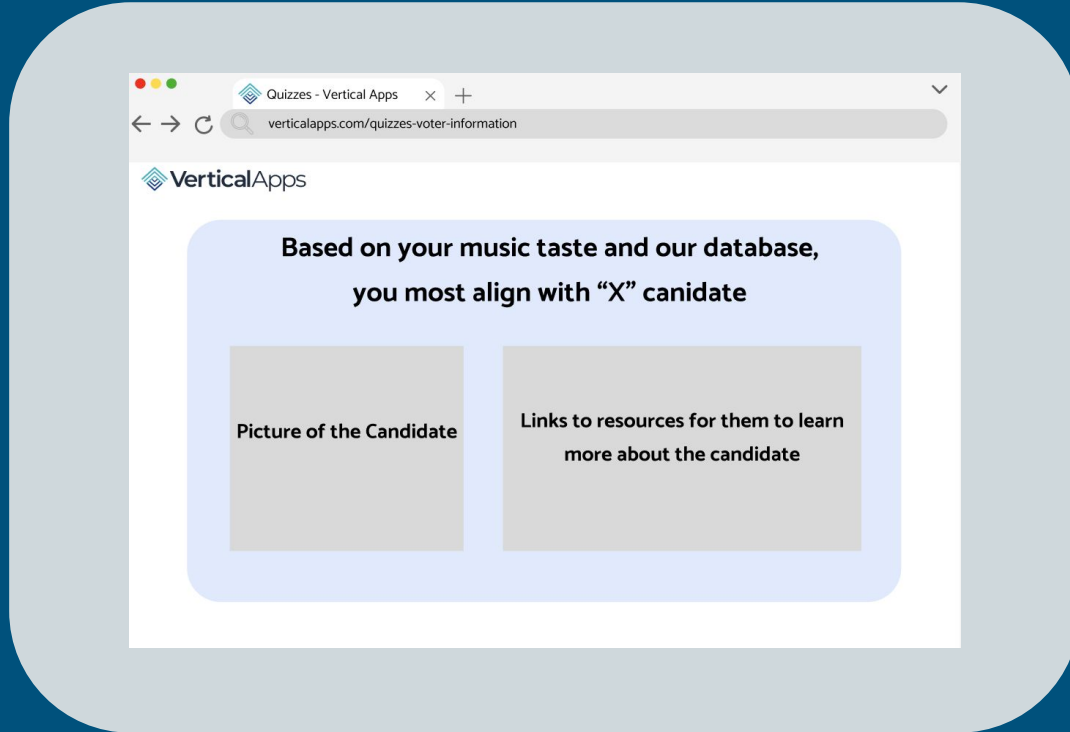
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Do you prefer to attend concerts or festivals?

Select one

- ☐ Concerts
- ☐ Festivals
- ☐ None
- ☐ Both Equally

Quiz Wireframe



Results: Strong Correlation

For voters that have a strong alignment with a candidate, the **correlation** to the candidate is presented.

60% correlation to a candidate:
“Lean to Pop Music”

70% correlation to a candidate:
“Strong correlation to Pop Music”

80% + correlation to a candidate:
“Vote for Pop Music”

Further Analysis: Correlation

Some evidence of **voter correlation to music preferences** in academic research

Additional research done by the team can allow for **further confidence in matching**

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Some evidence of **voter correlation to music preferences** in academic research

Additional research done by the team can allow for **further confidence in matching**

Further Analysis: Correlation

Music and politics have been **intertwined** for centuries, making it challenging to discuss a political event without also considering the music creation that followed, and vice versa

Republicans drift to Country music and Democrats are opposed to it

Voters for Donald Trump displayed a positive **correlation** with rock music

Data unveiled a **preference** for Alternative genres and Classic Rock among Democrats

Conclusion

The goal of our quiz is to help Vertical Apps **increase voter engagement by connecting voting to a more approachable topic**. This, combined with an easy design, can help Vertical Apps in their goal of helping assist voters.



Thank you!



Questions?





Bibliography



Sources

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- Stringer, Omari, "The Sound of Politics: An Examination of Political Orientations and Musical Preferences Among College Aged Adults" (2017). Honors Undergraduate Theses. 159. <https://stars.library.ucf.edu/honorstheses/159>
- Xu, X. and Peterson, J.B. (2017), Differences in Media Preference Mediate the Link Between Personality and Political Orientation. Political Psychology, 38: 55-72. <https://doi.org/10.1111/pops.12307>