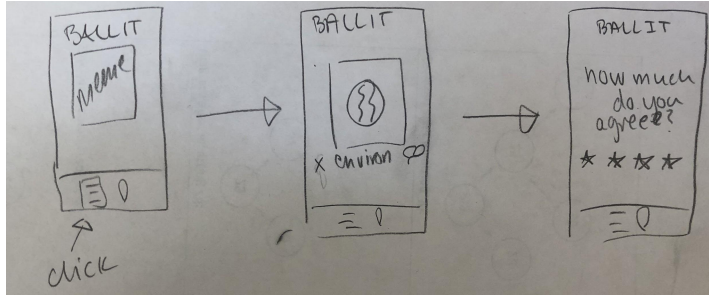🔥 **BALLIT** 🔥

Medium-Fi Prototype

Strengthening democracy by empowering the next generation of voters.

Problem: Currently, political news outlets are not targeting young consumers. As a result, Gen Z feels lost, disillusioned, and cynical about politics. They are overwhelmed by the constant barrage of news that. They need a fun, accessible way to learn about policies and organize their views.

Solution: We propose a simple application that has features (social media memes, emojis, Tinder "swiping") that make politics feel fun and young. Our solution helps young voters understand what policies matter to them and learn more about upcoming elections.

Task One (Simple)

Now: Find policies that you are interested in **and** discover your positionality on them.
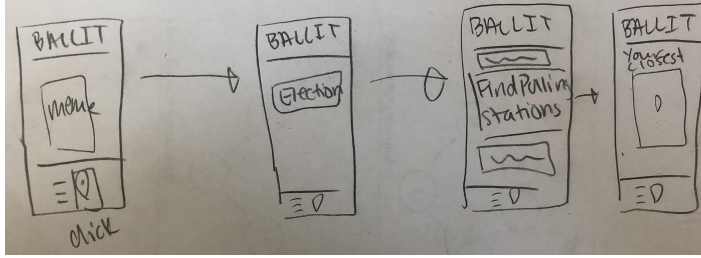

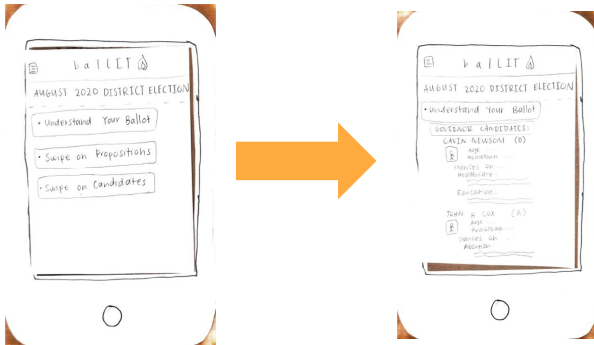**Previous**: Find policies that you are interested in.

Task Two (Medium)
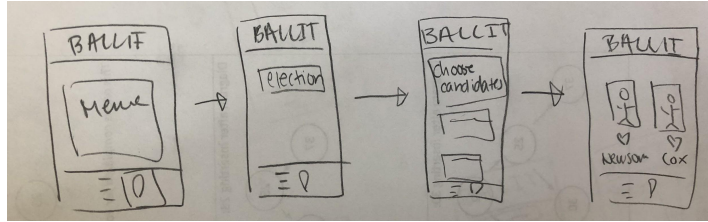
Now: Discover local elections and polling stations.

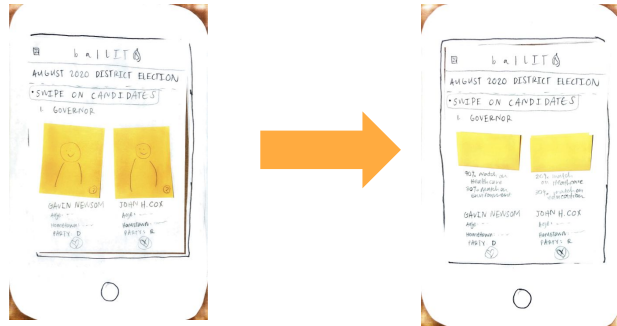**Previously**: Discover candidates (this was wrapped into task three).

Task Three (Complex)

Now: Compare candidates running for each position by seeing how they match up with your policy preferences and then "liking" the one you think would be the best.
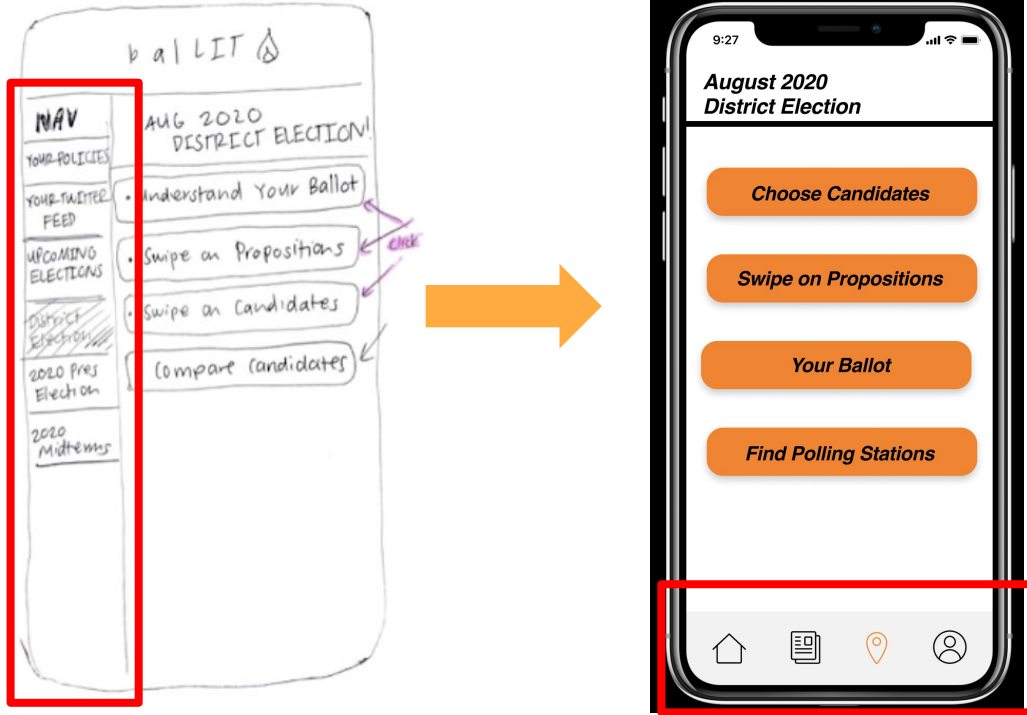

Previously: Compare candidates by swiping on each candidate running for each position.
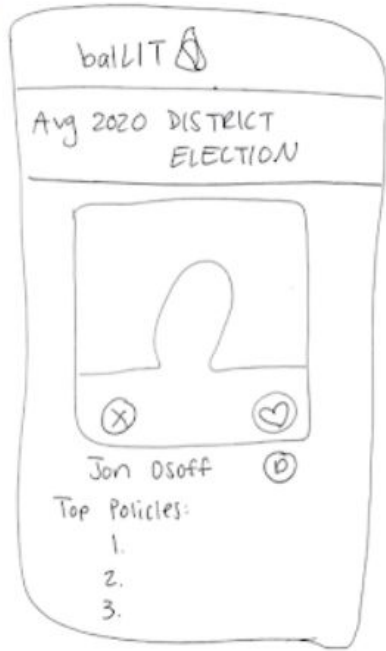
Medium Fi Prototype

Major Design Change One: Navigation

Old navigation bar was confusing to navigate. Users commented that they felt overwhelmed by the options.

New design is simplified and intuitive - mimics the "home bars" of popular apps like Twitter and Instagram, which our users likely already use.

Major Design Change Two: Selecting Candidates

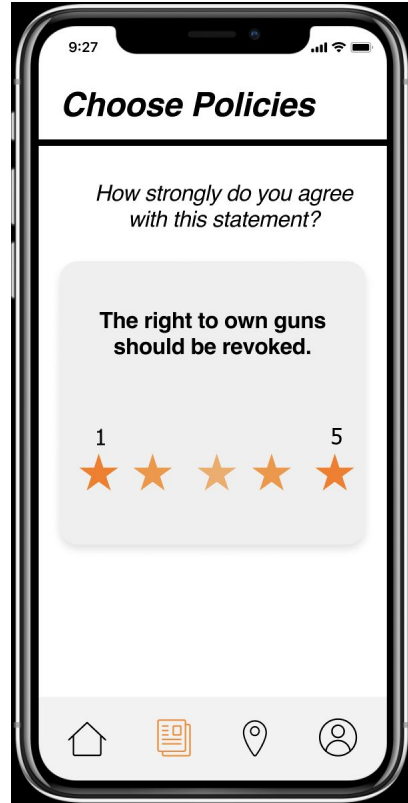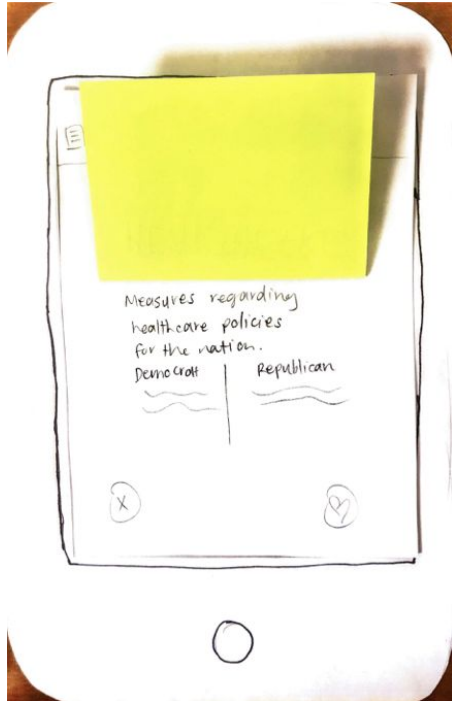One candidate at a time with swiping

All candidates running with a like button

Realized that "swiping" to choose candidates and "swiping" to choose policies was potentially confusing users.

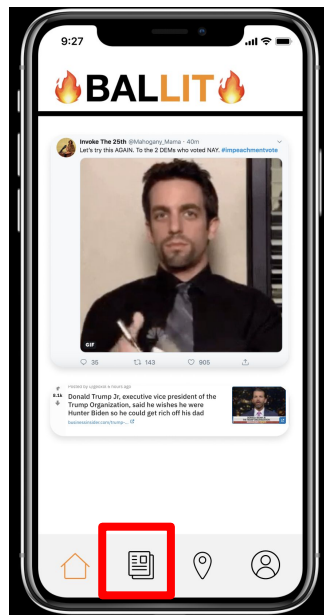Decided to make candidate comparisons not "swipe-based".

Major Design Change Three: Gauging Political Leaning

Initially we just had users swipe on policies that they were interested in. While this was useful, it did not provide nuanced enough information.

For each policy users swipe right on, we now have several follow-up questions to gauge their views on the topic (i.e. if they are for or against gun control).
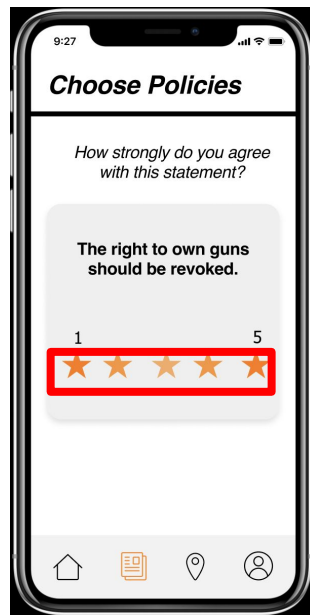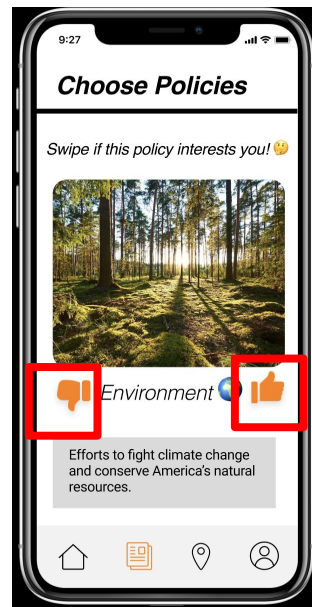
Task Flow One: Finding Policies

Click to navigate to Policies tab

Learn more about a policy and then swipe.

Select how you feel on an issue.
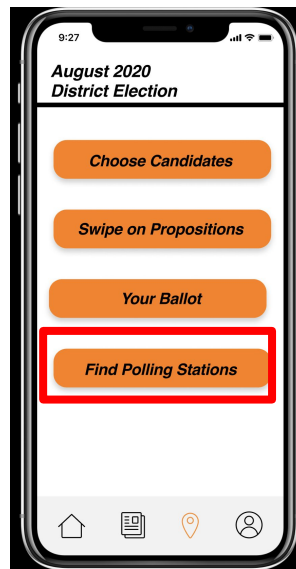
Get presented with a new policy.
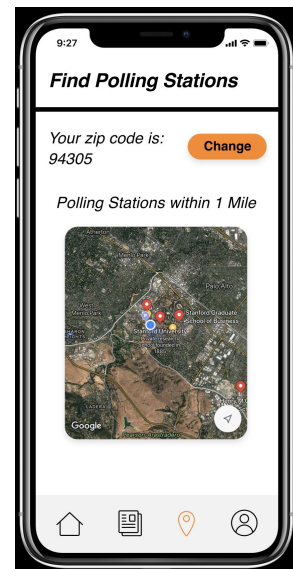
Task Flow Two: Upcoming Elections

Click to navigate to Elections tab

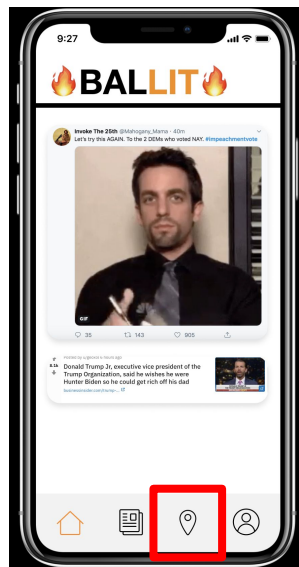Click to learn more about specific upcoming election

Click to compare candidates

Receive directions to nearby polling stations

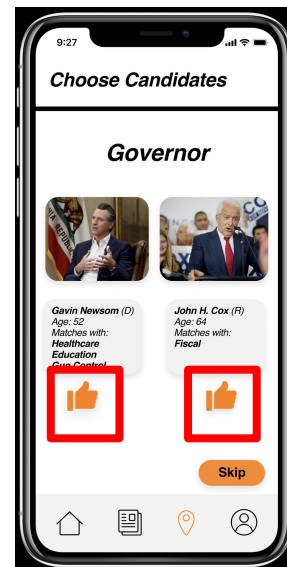# Task Flow Three: Picking Candidates

Click to navigate to Elections tab

Click to learn more about specific upcoming election

Click to compare candidates

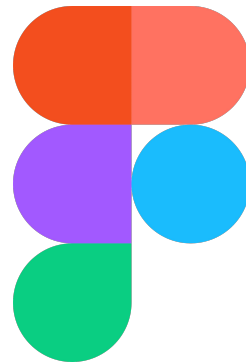Choose candidate of interest

Prototyping Tools

We utilized Figma to create our prototype.

Pros:

- Allowed for simultaneous collaboration between team members
- Low barrier to entry compared to InVision and Balsamiq

Cons:

- Prototype with few interactive features
- Limited functionality (i.e. not able to imitate "swiping" correctly)

Limitations and Tradeoffs of Prototype

- Some task flows simplified
    - Only one potential path to "completion" of the task, optionality severely limited
- No new social media content is being added to homepage
- Not able to store user's preference with policies
    - Key piece is being able to let users change their minds and access all of their choices in one centralized location

Hardcoding / Wizard of Oz

- Social media posts:
  - Only one link, tweet, and TikTok
- Current location and nearby polling stations are hardcoded because we don't currently have access to polling station locations
- Small subset of policies of interest:
  - Only environment and gun control
- Only one election
  - August 2020 District Election