



Low-fi Prototype





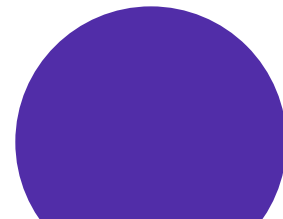
Anna E.



Raina K.



Avni K.



Where we're going...

Mission
Statement

01

Prototype
Overview

02

Results and
Next Steps

03



Problem:
**Political information is not geared
towards Gen Z**





**Streamline political information and
empower young voters to shape their
own future.**





**Strengthening democracy by
including young voters.**



Where we're going...

**Mission
Statement**

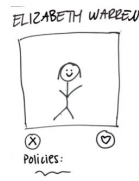
01

**Prototype
Overview**

02

**Results and
Next Steps**

03



POLOGIES:
a. ~~~~~
b. ~~~~~
c. ~~~~~
Bio: From MA
Used to be prof at
Law School
VOTING RECORD:
2019: ~~~~~
2016: ~~~~~

Your Matches
ELIZABETH WARREN ♥♥♥
PETE BUTTIGIEG ♥♥
JOE BIDEN ♥
CORY BOOKER X

Swiping
between
candidates

WEARABLE

**UPCOMING
ELECTIONS:**
1. May 15 2020
2. June 1 2020
3. August 7 2020

WEARABLE

June 1 2020
School Superintendent:
1. Becky Williams
② Increment
2. Debby Kae
③
3. Joseph Mills
④

WEARABLE

**Polling Locations
near you:**
①
②
③

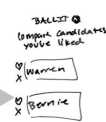
WEARABLE

**Directions to
Poll B:**
15 min walk
1. → ~~~~~
2. ↑ ~~~~~
3. ↓ ~~~~~

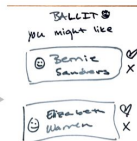
Wearable -
direct to
polling
station



Dashboard
of actions



Choose
policies of
interest

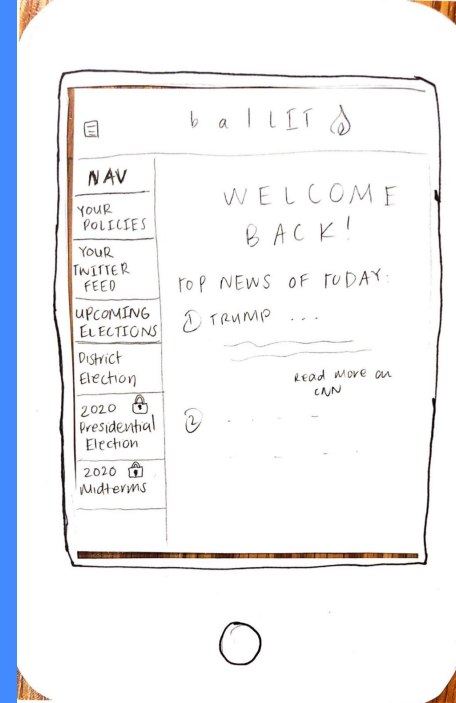


Swipe
between
policies

Selected Interface

Dashboard of Choices

- Gamification of choices
- Lots of necessary information



ba I I T

NAV

YOUR POLICIES

YOUR POLITER PEEB

UPCOMING ELECTIONS

Polict Election

2020 Presidential Election

2020 Audterms

WELCOME BACK!

TOP NEWS OF TODAY

TRUMP ...

READ MORE ON CAN

2

ba I I T

YOUR POLICIES

Oh! Looks like you haven't chosen any yet.

BEGIN NOW

ba I I T

EDUCATION

X

✓

ba I I T

Measures regarding healthcare policies for the nation.

Democrat

Republican

X

✓

ba I I T

YOUR POLICIES

you chose...

① Healthcare ①

② Education ①

③ Environment ①

Change My Preferences

ba I I T

AUGUST 2020 DISTRICT ELECTION

• Understand Your Ballot

• Swipe on Propositions

• Swipe on Candidates

ba I I T

AUGUST 2020 DISTRICT ELECTION

• SWIPE ON CANDIDATES

1. GOVERNOR

GAVIN NEWSOM

JOHN H. COX

Age: --

Hometown: --

PARTY: D

✓

✓

ba I I T

AUGUST 2020 DISTRICT ELECTION

• SWIPE ON CANDIDATES

1. GOVERNOR

90% match on healthcare

50% match on environment

GAVIN NEWSOM

JOHN H. COX

Age: --

Hometown: --

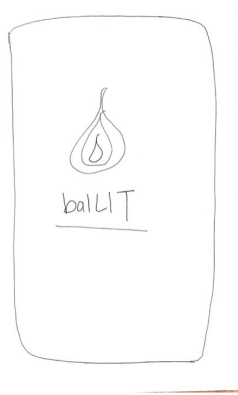
PARTY: D

✓

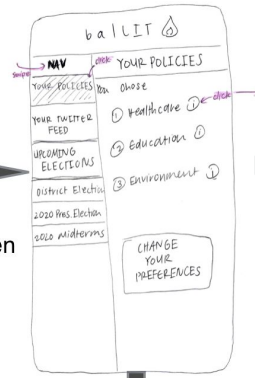
✓



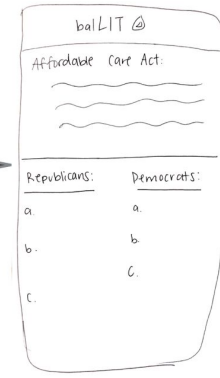
Task One: Choose Policies



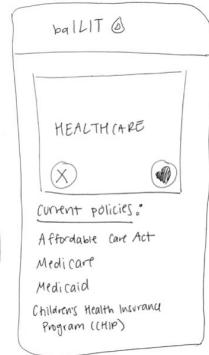
Home -> Policy Screen



Click i to learn more about specific policy



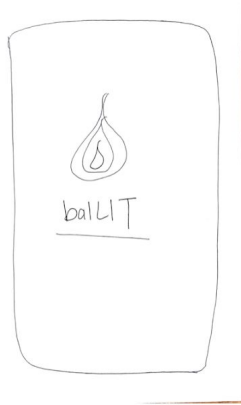
Click "change your preferences" to update



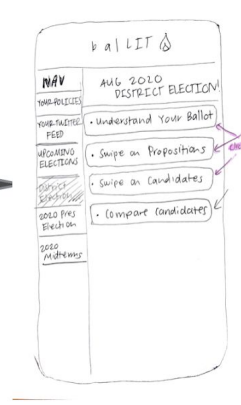
Swipe through different policies



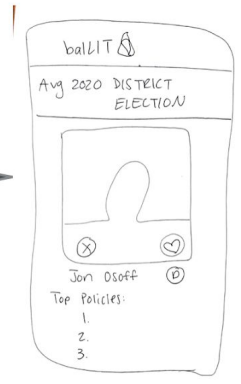
Task Two: Discover Candidates



Home -> Ballot Screen

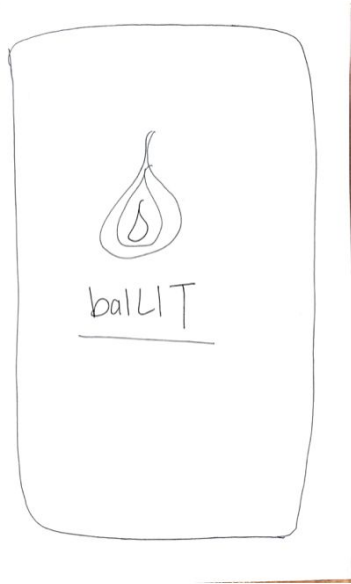


Click swipe on candidates to learn about candidates

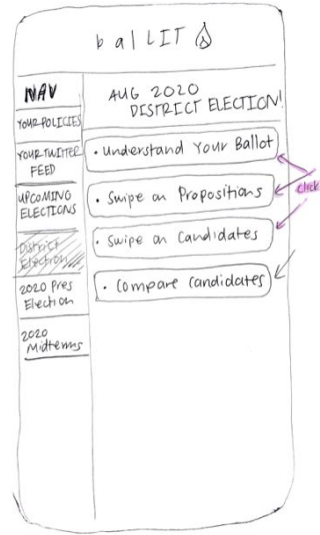




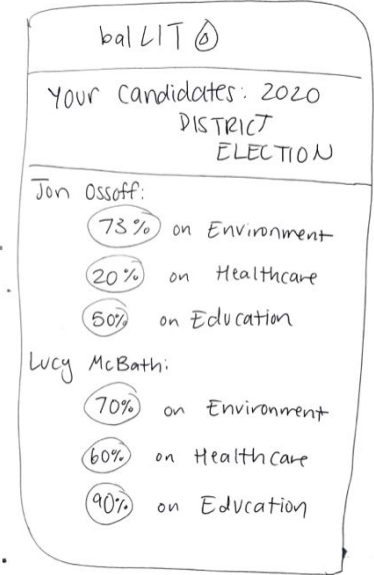
Task Three: Compare Candidates



Home -> Ballot
Screen



Click Compare
Candidates



Where we're going...

Mission
Statement

01

Prototype
Overview

02

Results and
Next Steps

03

Experimental Methods



- Tests carried out in a quiet environment
- Analyze interactions to understand pain points



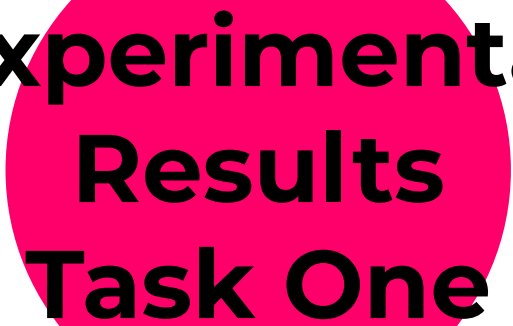
Stanford Junior



Palo Alto High School Senior

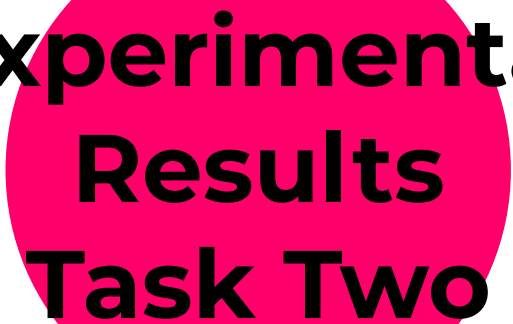


Stanford Sophomore

A large pink circle is positioned on the left side of the slide, partially overlapping the text.


Experimental Results Task One

- ❑ Successfully completed task
- ❑ Doesn't differentiate policies for different politics
- ❑ Swiping was fun

A large pink circle is positioned behind the text 'Experimental Results Task Two'.

Experimental Results Task Two

- ❑ Successfully completed task
- ❑ No correlation between discovering candidates and chosen policies
- ❑ Enjoyed the twitter feed integration

A large pink circle is positioned behind the text 'Experimental Results' and 'Task Three'.

Experimental Results Task Three

- ❑ Successfully completed task
- ❑ Users felt task was redundant with task two
- ❑ Preferred the personalization of this screen

Suggested UI/UX Changes



Cleaning up sidebar

Policies needs party-specific
rework

Swiping is fun, but not
continuous

Integrate policy updates

Where we've been...

**Mission
Statement**

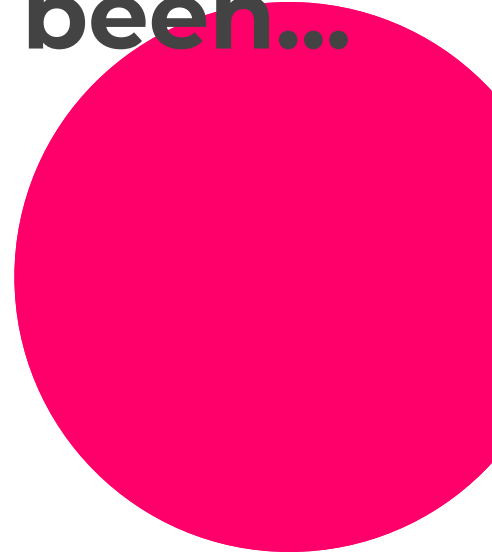
01

**Prototype
Overview**

02

**Results and
Next Steps**

03





Thanks!

Does anyone have any questions?

