
POVs and Experience Prototypes

CS147 Studio: Digital Democracy



Anna E.



Raina K.



Avni K.

Political Education in Gen Z

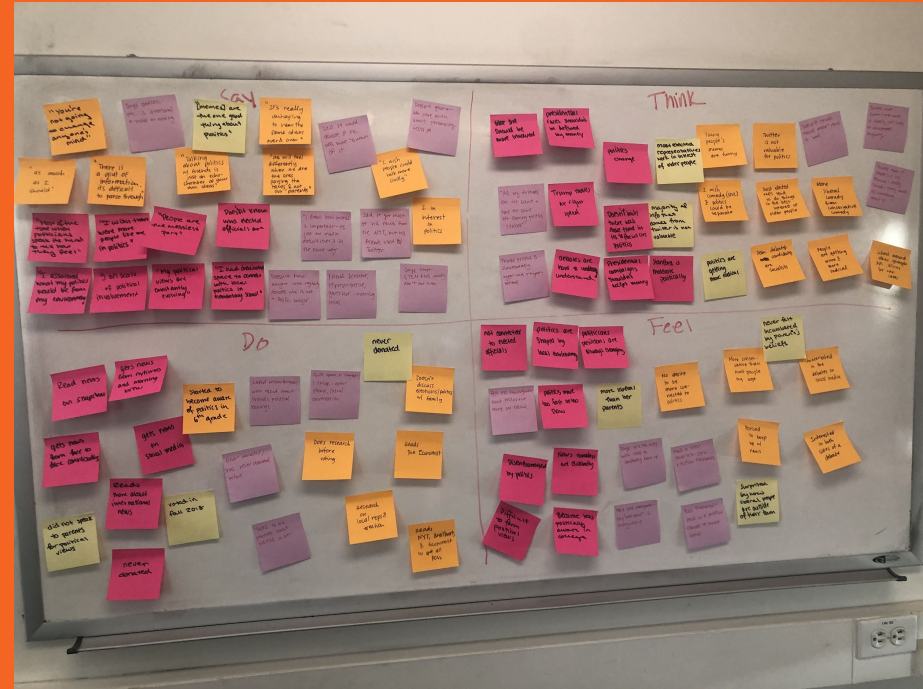
Initial POV



We met **Christie**, a sophomore at Stanford from Menlo Park, whose father used to be a local politician, but does not consider herself politically engaged. We were **amazed to realize** that she relies on her parents to tell her who to vote for. It would **be game-changing** to empower young and first-time voters to make their own decisions on who to vote for.

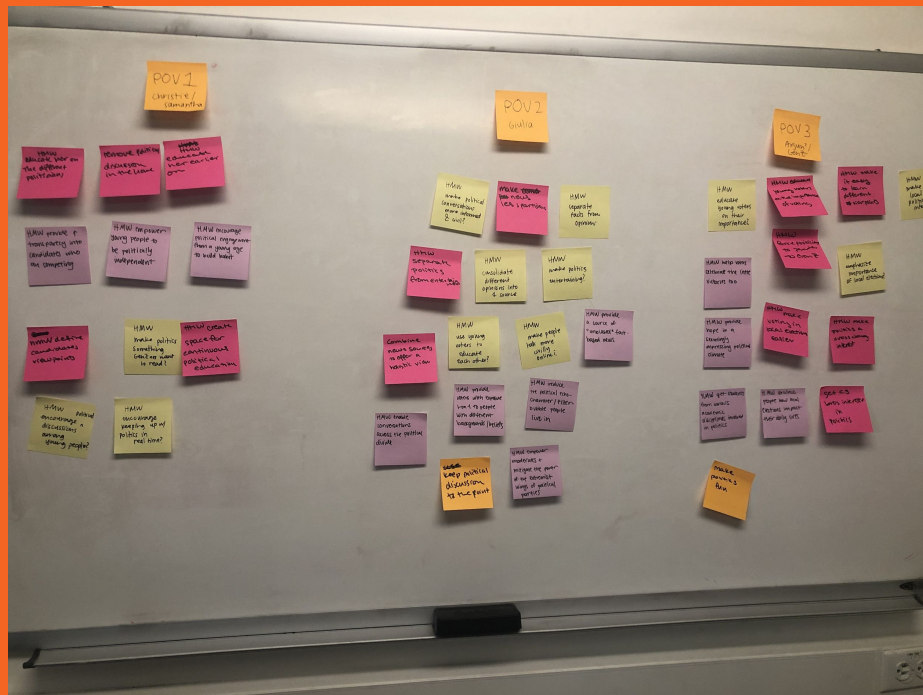
3 Additional Interviews

Giulia, Sejal, and Arjun



Samantha, Giulia, and Arjun

Samantha, Giulia, and Arjun



POV 1: Samantha



- We met **Samantha**, a junior at UC Santa Barbara, studying CS. She struggles with who to vote for and feels pressure from her family and friends. She is not involved with politics, does not know who her senators and representatives are. We were **amazed to realize** that she especially struggled with who to vote for within the Democratic Party. She thinks that they all seem to be advocating for the same thing. It would **be game-changing to** educate her on the differences between the political candidates and who would best advocate for her.
-

**HMW make politics fun and
something Gen Z cares
about?**

POV 2: Giulia



- We met **Giulia**, an 18 year old freshman at Stanford. She is very much disenfranchised with politics, mainly because she feels like politics today is too radical and is an echochamber of the same views. She does not claim to be politically interested, but knows her local politics and national politics well. We were **amazed to realize** that she reads a variety of news sources in order to get different political perspectives. She reads liberal (NYT), conservative (Breitbart), and moderate news sources to do so. It would **be game-changing to** have people learn about various different perspectives in order to make political conversations more informed and civil.
-

**HMW use young voters to
educate each other?**

POV 3: Arjun

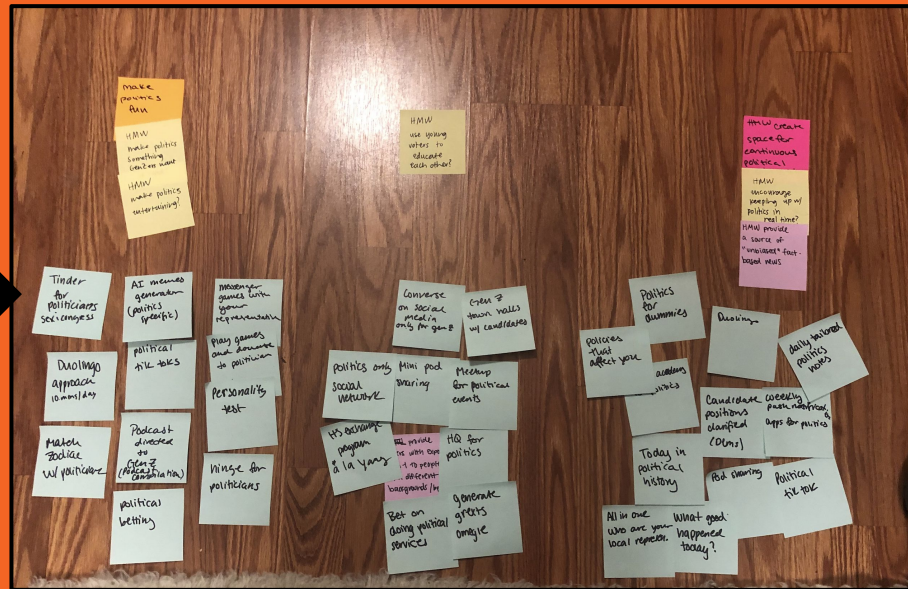


- We met **Arjun**, a sophomore at the University of Washington studying CS. He considers himself a product of his surroundings and upbringing in the Seattle area. He does not feel like many people with his academic interests are also interested in politics. We were **amazed to realize** that he felt like he had no power in the political process. It would **be game changing to** make people realize the power of their votes, in both local and national politics.
-

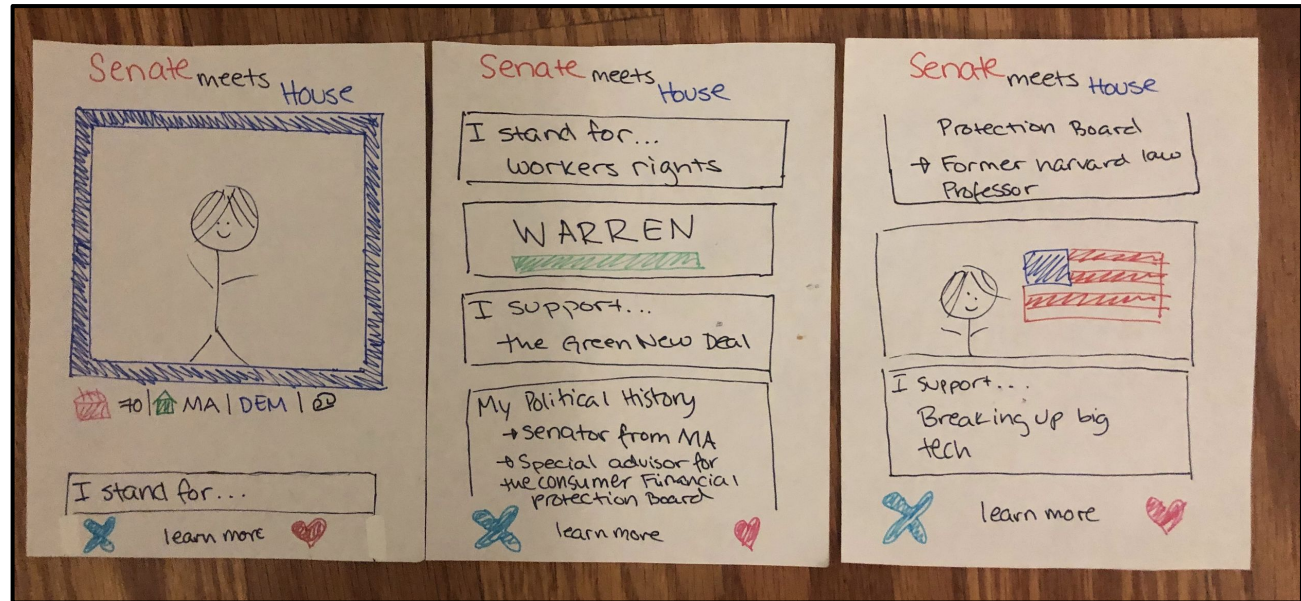
**HMW encourage
continuous, fact-based
engagement?**

Experience Prototypes

	1	2	3	4
1	1 rational	2 delight	3 planning	4 longest
2	HMW promote & transform playing into deliberates who are competing	make someone's fun HMW make politics something that we want	HMW provide a source of "emancipatory" legal rules	HMW make education an important part of life
3	HMW encourage keeping up w/ politics in real time?	HMW make politics entertaining?	HMW use young voters to educate each other?	HMW make public life more civilly aware?
4	HMW create space for continuous political education			HMW make voters more active in their own political participation



PROTOTYPE 1: Senate Meets House



Senate Meets House

Assumption

- Fun, not inherently political activities can make political engagement more accessible

Positives

- Delightful
- Easy to use
- Useful in deciding between candidates in the same party

Negatives

- Too casual/not informative enough
 - No continuous updating
-

PROTOTYPE 2: Choose Your Policy!

Choose Your Policy!

What's your email?

Your answer

Please put in your address:

Your answer

What policies are you interested in learning about?

- ☐ All
- ☐ Healthcare
- ☐ Education
- ☐ Social Issues
- ☐ Fiscal
- ☐ Infrastructure
- ☐ Environment/Sustainability
- ☐ Misc.
- ☐ Other: _____

Choose your Policy! Report Inbox x



Raina Vinita Kolluri

to me

Hi Keerti!

Thank you for filling out our form. Here is the information you requested!

You live in: 2461 Hilgard Ave, Berkeley, CA 94709

You are in **California's 13th Congressional District!**

You are a part of [Alameda County!](#)

Your **Senators** are:

[Diane Feinstein](#) (D)

[Kamala Harris](#) (D)

Your **House Representative(s)** are:

[Barbara Lee](#) (D)

The topics you were interested in were **environment/sustainability** and **education**.

- [Read more about the solar plan proposal in your county](#)
- [Read more about the special vote approaching in your county](#)

Raina Kolluri

Choose Your Policy

Assumption

- Making politics personalized would make people more interested

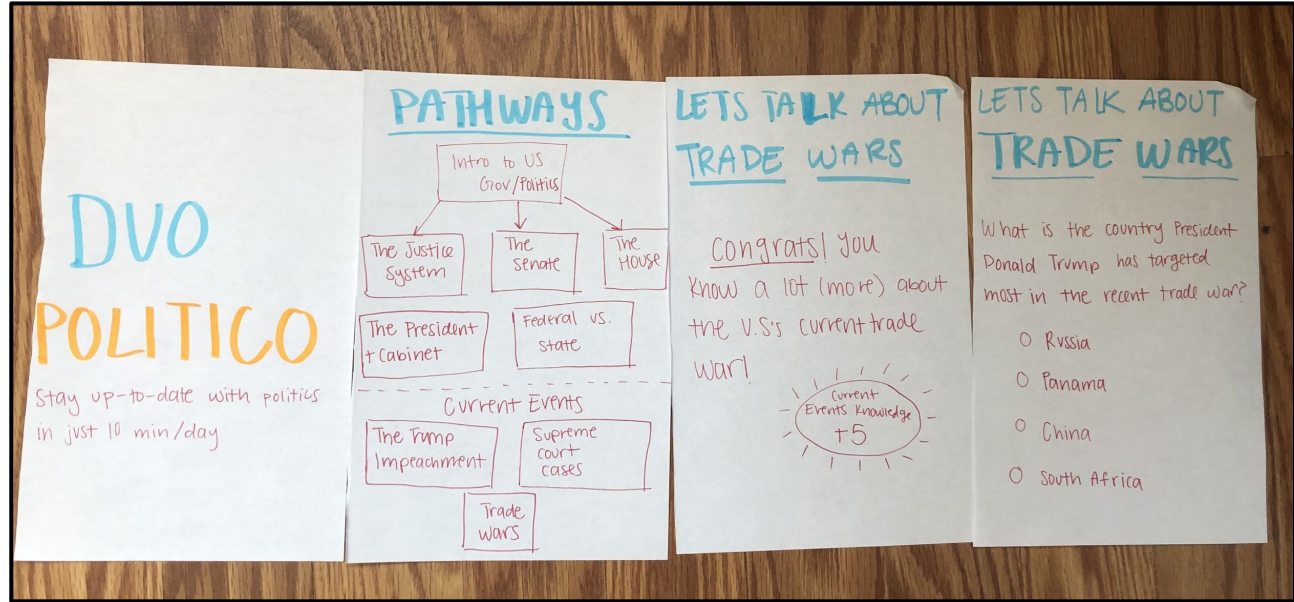
Positives

- Informative
- Quick and faster than reading newspaper articles
- Tailored information

Negatives

- No motivation to complete
 - “Out of the way” of daily routine
-

PROTOTYPE 3: DuoPolitico



DuoPolitico

Assumption

- People will engage more if they can get educated quickly

Positives

- Easy to use
- Useful in deciding between candidates in the same party

Negatives

- Too casual/not informative enough
 - Too much time
 - No continuous updating
 - Out of the way
-

Key Takeaways

Thank you!
