

The background is a vibrant collage of abstract shapes. A large, central orange circle is the primary focus. Surrounding it are various other shapes: a large yellow circle in the top left, a dark red elongated shape in the top right, a light blue circle in the middle right, and a large yellow circle in the bottom right. There are also several smaller circles in teal, light blue, and dark red. Two stylized fire icons, each with a yellow and orange flame and a black stick, are positioned on either side of the word 'BALLIT'. The word 'BALLIT' is written in a bold, sans-serif font, with 'BALL' in black and 'LIT' in orange. The entire composition is set against a white background.

BALLIT

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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. They need a fun, accessible way to learn about policies and organize their views.

Solution

We propose a simple application, BALLIT, 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.

Heuristic Evaluation Summary

- 8 violations of severity 3 and 4
- Most reflected our policy matching task
- Most Common Heuristic:
 - Visibility of System Status

Addressed Violations

H10: "Icons on the bottom are misleading as to what screens they will bring. The location symbol suggests an interactive map, while the paper symbol does not clearly convey policies. It lacks clear instruction."

- **Revamped our navigation system to use a sidebar, so we can include text**

Addressed Violations

H3: If the user makes a mistake in liking or disliking a policy, there is no way for them to return to the screen. While this feature is appealing for Tinder, where excitement is key, it is not desirable when selecting on which topics you want to receive news. No screens have back buttons.

- **Added back buttons to all applicable screens**

Addressed Violations

H1: Too much empty space on the screen detailing upcoming elections. The screen is not informative.

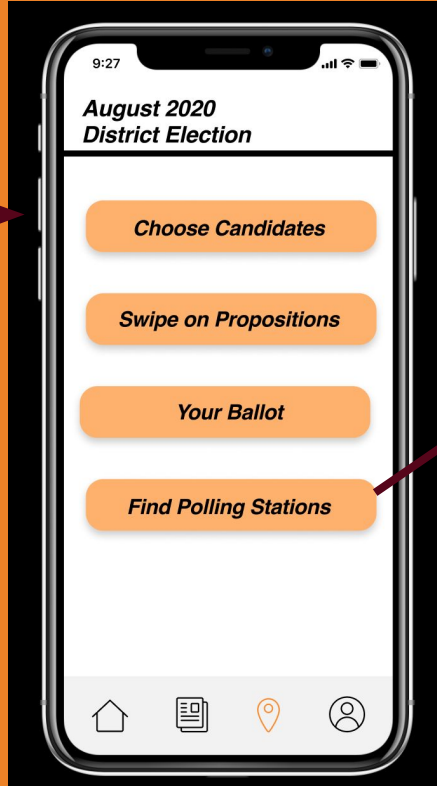
- **Added upcoming elections that don't have ballots yet**



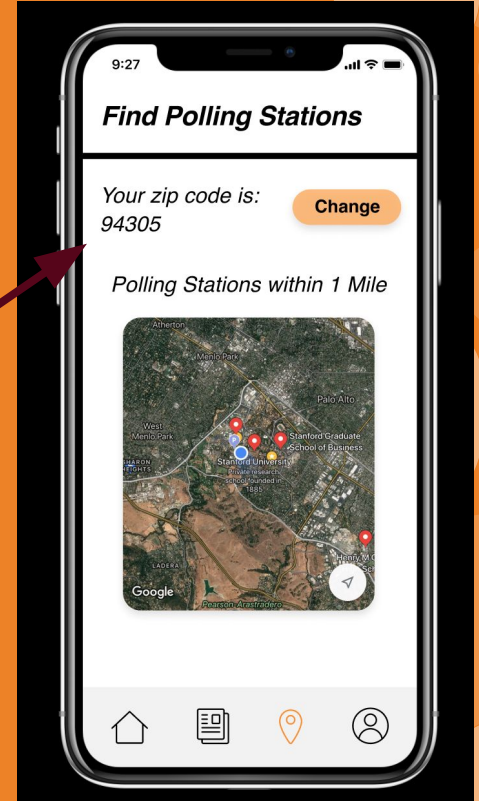
Previous Design



click

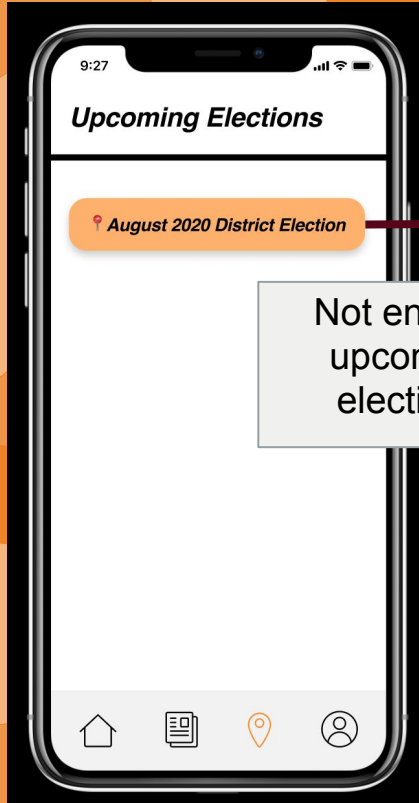


click

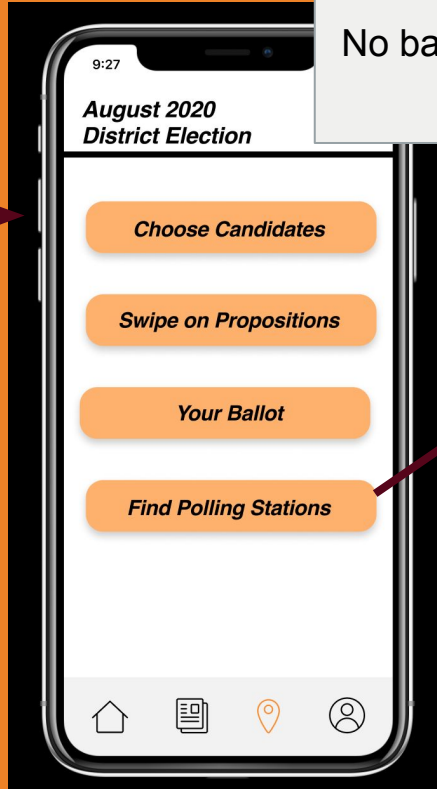




Previous Design

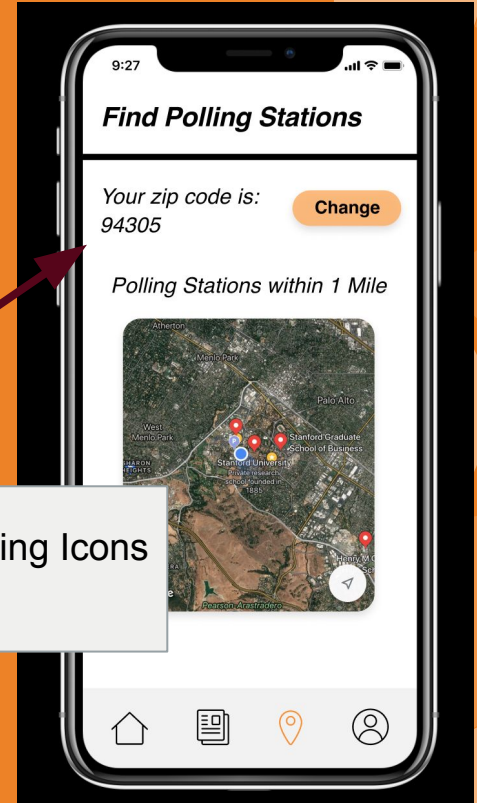


click



No back button

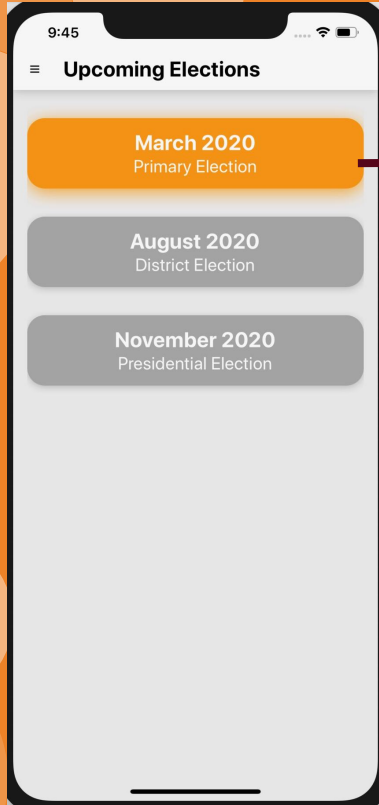
click



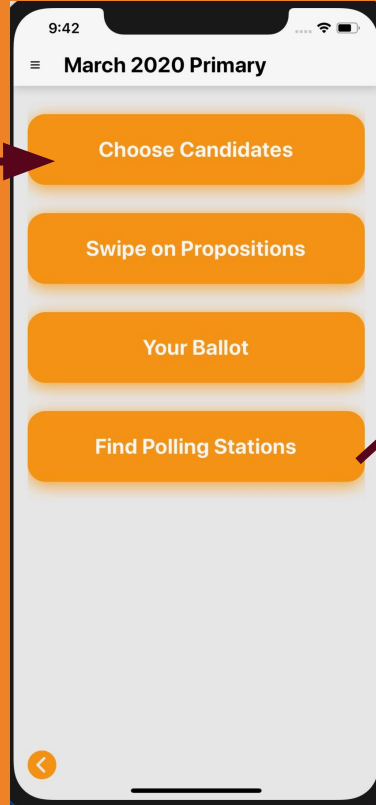
Confusing Icons



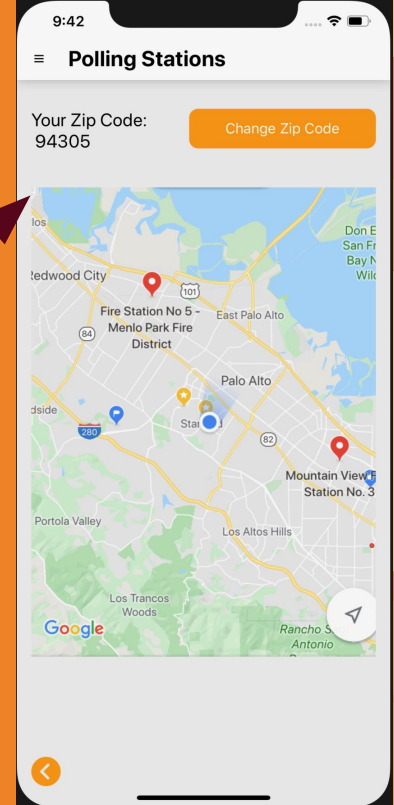
Revised Design



click



click



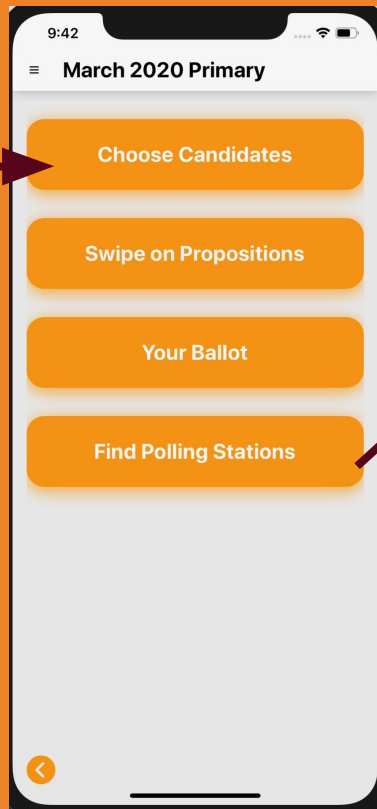


Revised Design

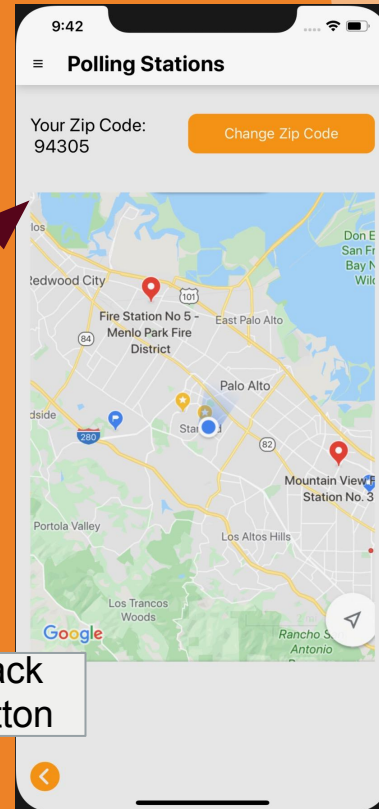
New
Navigation



click



click



Implementation

- React Native & Expo
 - Steep learning curve
- To be implemented:
 - **Swipe on Policies**
 - Swipe Function
 - Edit preferences
 - Save to profile
 - **Home Screen**

- **Choose your Candidates**
 - Information about candidates
 - Edit preferences
 - Save to profile

Wizard of Oz

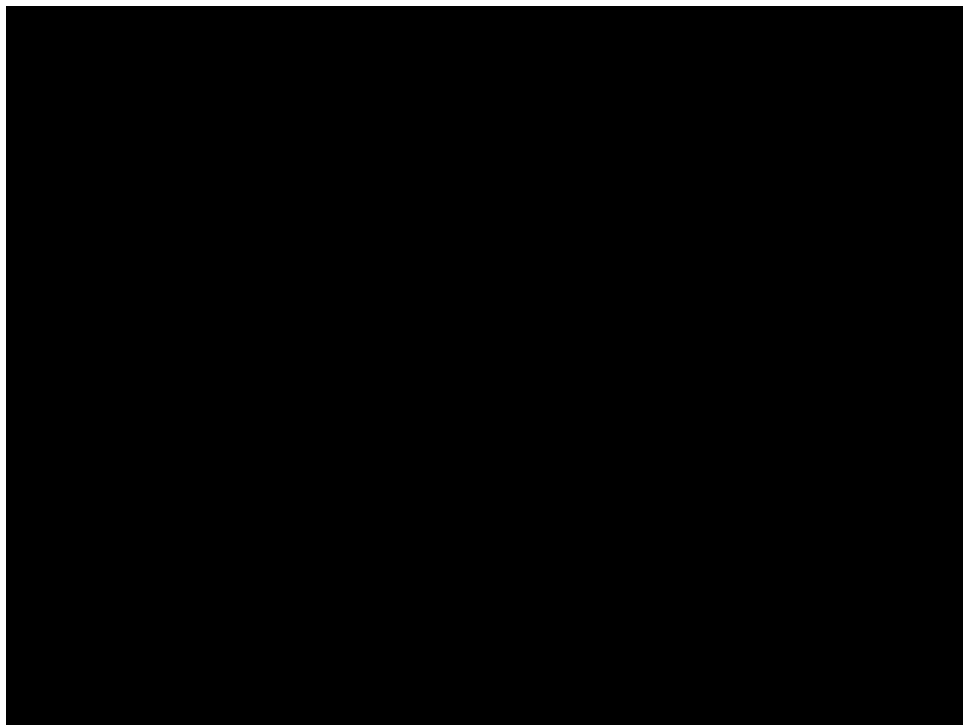
- No responses from us for the app

Hard-Coding

- Polling stations
- Election information
 - Candidate profiles
- Home screen images
- List of policies

The background is a light blue color with various abstract shapes in orange, red, yellow, and teal. A large white circle is centered on the page, containing the text "Demo Time!".

Demo Time!



Task 3: Find Polling Station

Summary

- Implemented:
 - Upcoming Elections → March 2020 Primary Election → Find Polling Stations
- Need to do:
 - Home Screen
 - Policies → Swipe on Policies → See Chosen Policies
 - March 2020 Primary Election → Choose Candidates → See Chosen Candidates
 - Clean up navigation and design more



Thanks!