



Digital Democracy

**Local Government**

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# TEAM



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**RECENT INTEREST IN POLITICS**



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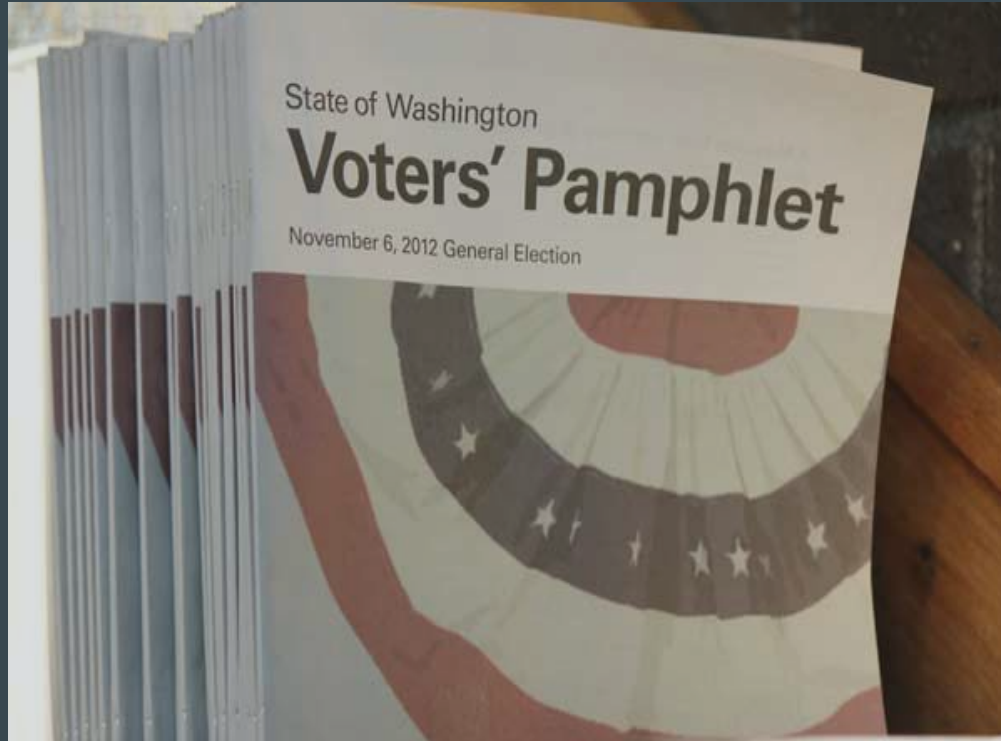
New York

**EXTREME (NOT US CITIZEN)**

# INITIAL QUESTIONS



# FOLLOW-UP QUESTIONS



# Empathy Map

**SAY**

**THINK**

**DO**

**FEEL**



SAY







**Whatever.**

# THINK

A graphic with a patriotic theme. It features a central circular emblem with a red and white striped background. The text "BE AN" is at the top in white, "INFORMED" is in the middle in red, and "VOTER" is at the bottom in white. There are five white stars on each side of the central emblem. The entire graphic is set against a dark blue background.

**BE AN  
INFORMED  
VOTER**



DO



Google



# FEEL

Obligated vs. Insignificant

Passionate vs. Lazy

Inspired vs. Uninformed



# Tensions

**“I know I should know more, and  
it’s embarrassing that I don’t.”**



# Tensions

**“Sometimes I don’t vote because my vote doesn’t matter, and if I do want to vote, it takes too long to dig around to find information and become an informed voter”**



# Tensions

**“Local governments care about stuff like trimming hedges. I don’t care about stuff like that.”**

# Surprises



Different Interests

Based on Background

**Wants something that summarizes each  
issue while waiting in line.**



# Needs

To be an informed voter

To learn about issues  
quickly

To hear about issues that  
matter to them

# Insights

Everyone wants to be an informed voter, but few  
have the time/energy/inspiration to learn

Voters are very particular about which issues they  
want to hear about

# Questions

How can we balance high information with minimal  
to low user effort?



# SUMMARY

Most people know **nothing** about their local government, but are curious about the issues that matter to them

A large **hindrance** in being informed about local issues is the lack of a centralized resource, aside from the actual ballot

Information on the ballot may not be **factually accurate** - need a way to present info concisely and factually