

CONTENT STRATEGY GUIDE

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PROJECT GOALS & EXECUTIVE SUMMARY

PROJECT GOALS

Our goal is to create a website that is easy to use for people who are learning to vote or need a refresh on how the process works.

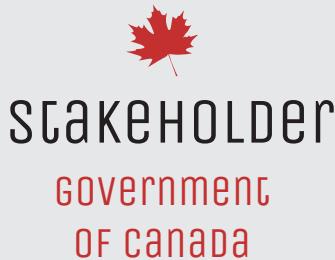
EXECUTIVE SUMMARY

This content strategy showcases the primary goals of simplifying the process of voting, as well as increasing the amount of people who would be voting. Developing a website that is well structured with relatable, clear information on the topic is very important to help ease the voting process.

An analysis of our target audience has been conducted in order to understand how to streamline the process of voting to maximize the amount of people participating in an election. The data in our interviews has come from many diverse sources. People of different backgrounds, ethnicity, and age have answered questions that will help us understand what conditions the average person has to meet in order to vote and use the website. The users have different needs, motivations, and influences in visiting the site. Ideally, the users of the site want to be able to find the right information in a clear and concise manner.

Simplicity of design, and informative, reliable information are some of the core goals in the content strategy. Reaching a broader audience will improve the voting process for all citizens. Making a site which gets straight to the point with minimal downtime is important for anyone looking to vote. The site has to capture the attention of the user and give them what they're looking for right away, or they will be turned off. User friendly navigation to guide people into a streamlined voting process will help achieve the expectations of the site's users. Content on the site directed at the target audience that is easy to digest will help users make quick and informed decisions.





PRIMARY GOALS

- To increase the number of people voting
- To Simplify the process of voting

SECONDARY GOALS

- Easy navigation for first time users
- To make the process less confusing and more concise and informative
- Streamline the process
- To create the page "Everything a Voter should know."

MEASURES OF SUCCESS

- Increases in people voting
- More diversity in voting (age, ethnicity, gender)
- Less time people take to vote at the polls
- Reduced amounts of complaints
- Less phone calls and emails to customer service for help
- Decrease in people bouncing off webpage
- Increase time amount spent on website
- Create positive image of voting/government
- Collect user information

PRIMARY GOALS

- Learn how to vote
- Find the information quickly

SECONDARY GOALS

- Know where to go to vote
- Know what to bring to vote
- See if there are any changes



END-USER

NEW VOTERS &
EXISTING VOTERS

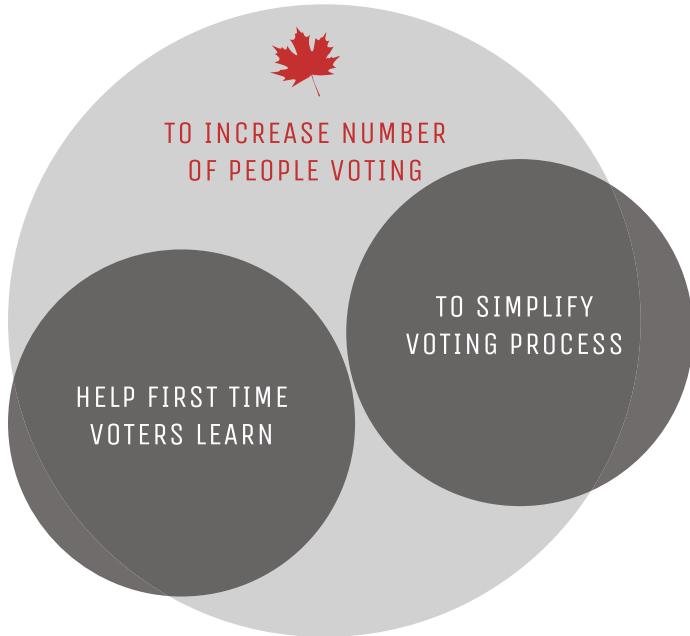
MEASURES OF SUCCESS

- Time spent on website to find information
- Easiness of finding information
- Content that is related
- Advertising is related or minimal
- Content is easy to digest
- Informative, interesting content
- Easy to understand infographics
- Well structured/designed website
- Clear navigation
- Content working, no broken links or images

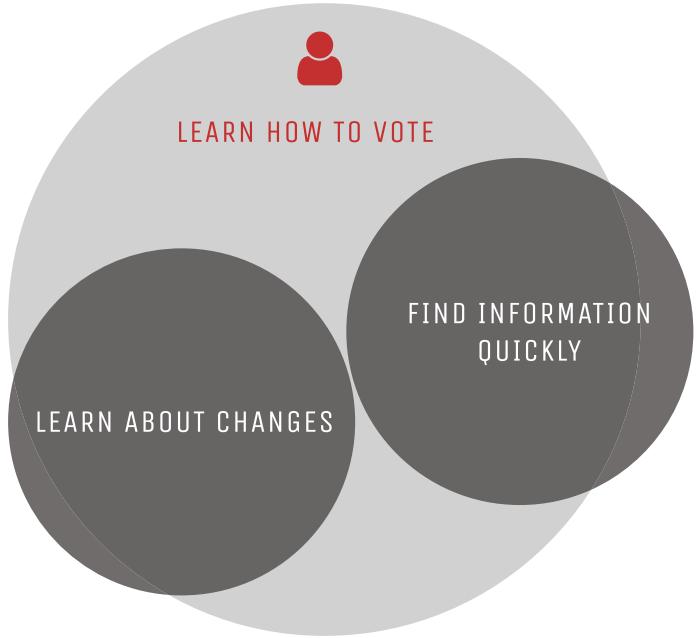
TARGET AUDIENCE & CONTEXT MAP

CONTEXT MAPS

STAKEHOLDER



END-USER



TARGET AUDIENCE

New to voting (immigrants and young voters)

18 +

Males and females

Students and everyone else

Retired citizens

Owns computer

Owns smartphone

PERSONA | #1

NAME / Dharmesh
AGE / 25
GENDER / Male
FROM / London, England



BIO / Dharmesh is 25 years-old and works at the City of Saskatoon in the planning department. He is originally from London and now lives in Saskatoon. He is becoming a permanent resident of Canada and wants to get information to vote for the first time.

WHY are YOU HERE?

I wanted to familiarise myself with voting in Canada. As a new citizen in Canada, a lot of the material is foreign to me.

WHAT IS YOUR GOAL?

To understand the voting process and help me understand the system under which Canada operates. I am finding that it is very different relative to the American system, but does bear resemblance to the British system.

WHAT INSPIRES/MOTIVATES YOU TO VISIT?

The reliability of the Government of Canada website. I'm finding a lot of information online and some of it is out-dated. I feel the information here would be the most current. I also find that there is a neutral component on this while other websites have partisan narratives to swing a reader to their side of the political spectrum.

WHAT DETERS YOU FROM VISITING THE SITE?

Broken links tend to frustrate me and there have been times where I've stopped looking through government websites because they haven't been updated.

EMOTIONAL STATE?

Stressed at work.

HAVE YOU VOTED BEFORE?

In other countries- yes. This would be the first time in Canada.

WHAT IS YOUR EXPECTATION FROM VISITING THE SITE?

To understand the voting process in a simplified manner which would still allow me access to information pertinent to the voting process.

WHERE ARE YOU?

At work on my mobile phone.

WHAT DEVICES ARE YOU USING?

Android Phone

DISTRACTIONS AND OBSTACLES IN LIFE?

Distractions at work include my day-to-day tasks and background noise/ co-workers and patients. There are consistent meetings and drop-ins in my line of work. These tasks mean that I am unable to read through an entire website in one sitting- so I could start researching something in the morning, but may not finish reading until some time that evening, or even a day from now.

HOW ARE YOU INFLUENCED WHEN MAKING YOUR VOTING DECISION (FRIENDS, FAMILY, COWORKERS, MEDIA, ETC.)?

I base my voting based on my morals and beliefs. I do follow radio stations that do encourage me to think for myself and there are a few celebrities who are involved in movements which I support. I do gather my information, but very rarely would I vote for the 'opponent' if I'm presented with a bad choice on my side of the political spectrum.



PERSONA | #2

NAME / Darcy
AGE / 23
GENDER / Female
FROM / Maui, Hawaii



BIO / Darcy is a 23 year old from Maui who is a recent graduate from UBC and now resides in Vancouver. She works as a 3D designer and social media strategist. She has applied for permanent residency and would like to learn about the very different voting process in Canada.

WHY are YOU HERE?

I'm on your website to learn what I need to do to vote in Canada.

WHAT IS YOUR GOAL?

To be prepared with voting information when I show up at the polls.

WHAT INSPIRES/MOTIVATES YOU TO VISIT?

The directness of the information and the easiness of finding it.

WHAT DETERS YOU FROM VISITING THE SITE?

Anything that pops up or makes noise and distracts me from the content I'm trying to read, anything that is confusing to navigate or directly find the information I want.

EMOTIONAL STATE?

Tired, stressed, rushed

HAVE YOU VOTED BEFORE?

No.

WHAT IS YOUR EXPECTATION FROM VISITING THE SITE?

That I will be prepared to go vote by knowing everything I need to have and do to vote in Canada.

WHERE ARE YOU?

On the skytrain going to a volunteer design build after meeting my friend for coffee.

WHAT DEVICES ARE YOU USING?

Android phone, Nexus 5 from my sister.

DISTRACTIONS AND OBSTACLES IN LIFE?

Movement of train while standing/balancing, people going in and out, people talking loudly, rainy weather and coldness.

HOW ARE YOU INFLUENCED WHEN MAKING YOUR VOTING DECISION (FRIENDS, FAMILY, COWORKERS, MEDIA, ETC.)?

Family, social media, party affiliations, ideals, news.



PERSONA | #3

NAME / Joy
AGE / 41
GENDER / Female
FROM / Philippines



BIO / Joy is a single mother studying Early Childhood Education at Capilano University. She immigrated to Canada from the Philippines and has lived in Vancouver for 15 years.

WHY are YOU HERE?

I visit the website to keep updated on any voting changes in the process of voting.

WHAT IS YOUR GOAL?

To review new and previous information on the process of voting.

WHAT INSPIRES/MOTIVATES YOU TO VISIT?

Because I am a proud Canadian and I want to make sure my vote makes a difference.

WHAT DETERS YOU FROM VISITING THE SITE?

If there is no changes to learn about in the voting system or if I can obtain the information on another website. Also, I don't like when there is too much content to read.

EMOTIONAL STATE?

Tired after a long week.

HAVE YOU VOTED BEFORE?

Yes.

WHAT IS YOUR EXPECTATION FROM VISITING THE SITE?

I expect the website to be in simple english. Also, I would like to know where the closest voting center is, parking information and voting date.

WHERE are YOU?

I am at home in the middle of cooking dinner.

WHAT DEVICES are YOU USING?

I am using my son's laptop.

DISTRACTIONS AND OBSTACLES IN LIFE?

Cooking, and my daughter is running around for attention.

HOW are YOU INFLUENCED WHEN MAKING YOUR VOTING DECISION (FRIENDS, FAMILY, COWORKERS, MEDIA, ETC.)?

Family.

PERSONA | #4

NAME / Kevin
AGE / 35
GENDER / Male
FROM / Vancouver, BC



BIO / Kevin is an entrepreneur and runs his own online e-commerce business selling furniture and home supplies. He is always on the web looking for new products and information to incorporate to his business.

WHY are YOU HERE?

To figure out where I can go to vote near my home.

WHAT IS YOUR GOAL?

To find out more specific information. To read blogs from other people and why they are voting for a specific party.

WHAT INSPIRES/MOTIVATES YOU TO VISIT?

I feel pressured by others and social media to vote.

WHAT DETERS YOU FROM VISITING THE SITE?

Ads that are not related will annoy me. Ads that are telling me to pay for things right away. I really dislike that.

EMOTIONAL STATE?

Nervous that my date's picture won't look the same in real life.

HAVE YOU VOTED BEFORE?

Yes.

WHAT IS YOUR EXPECTATION FROM VISITING THE SITE?

I want to get real answers. Up to date and consistent information.

WHERE ARE YOU?

At the bar watching hockey while waiting for my tinder date.

WHAT DEVICES ARE YOU USING?

Iphone 6

DISTRACTIONS AND OBSTACLES IN LIFE?

My hands are dirty from eating chicken wings. Can only use one hand so I don't get my screen dirty.

HOW ARE YOU INFLUENCED WHEN MAKING YOUR VOTING DECISION (FRIENDS, FAMILY, COWORKERS, MEDIA, ETC.)?

My friends, fiance and family.

EMPATHY MAP | NEW VOTERS



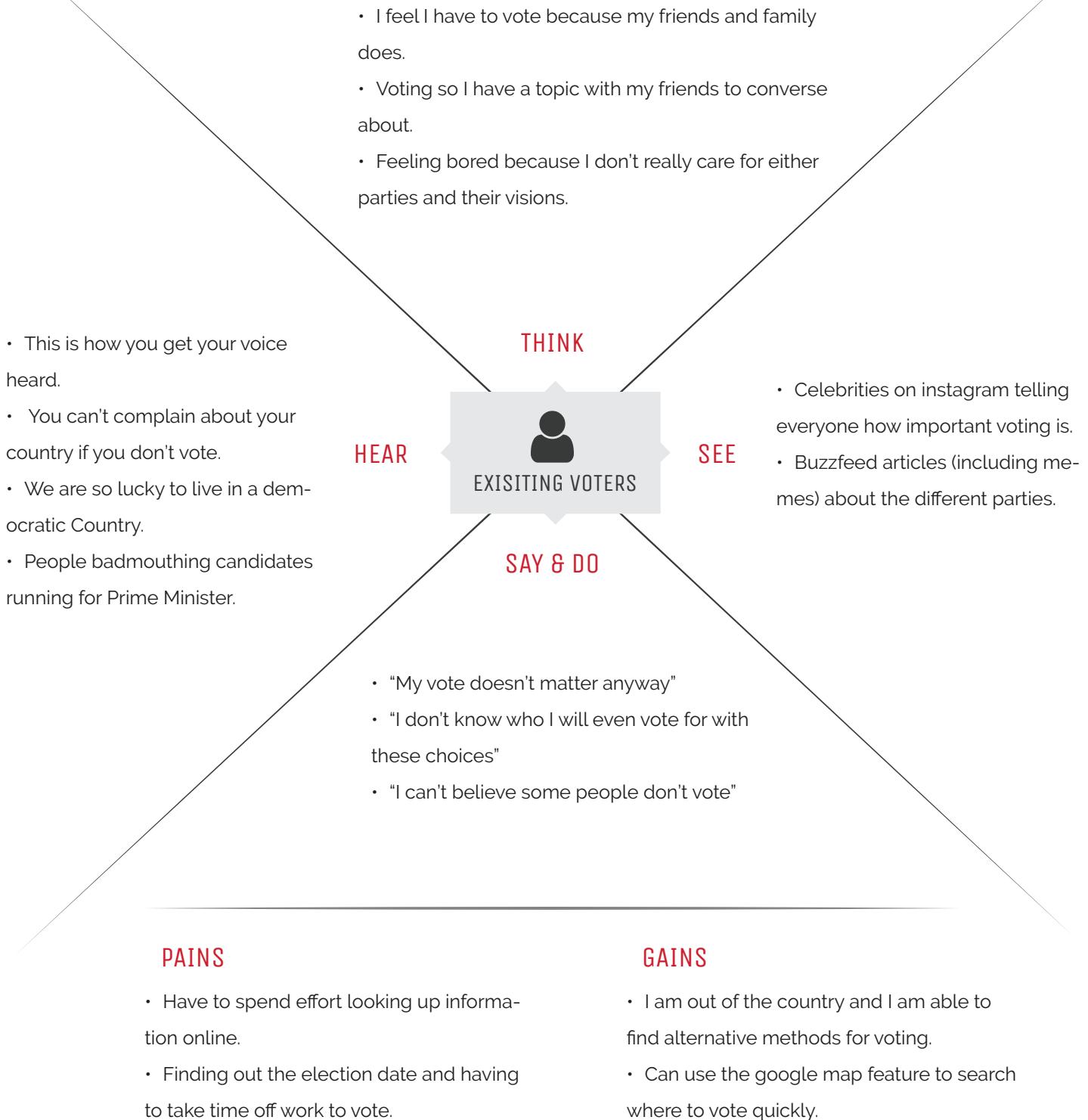
PAINS

- Information overload from the different parties and voting information.
- Have to access internet

GAINS

- All the information is in the same place.
- Easy to use steps so I know what to do.
- Can focus on information wherever I am, don't have to remember what others tell me.
- To find out more information such as the locations to vote and how the ballot even looks like.

EMPATHY MAP | EXISTING VOTERS



COMPETITIVE & GAP ANALYSIS

COUNTRY COMPARISON VOTING PROCESS

COUNTRY	canada	AUSTRALIA	NEW ZEALAND	U.K.	USA
Voting Website	Yes	Yes	Yes	Yes	Yes
Voting Age Requirements	18	18	18	18	18
Voter Registration	Yes	Yes	Yes	Yes	Yes
Voter Identification Requirements	Yes	Yes	Yes	Yes	Yes
Voting Options	Yes	Yes	No	Yes	Yes
Overseas Voting Eligibility	Eligible	Eligible	Eligible	Eligible	Eligible
First Time Voter Info	Yes	Yes	Yes	Yes	Yes
Step by Step Process To Vote	Yes	Yes	Yes	Yes	Yes
Enquiry/ Contact Section	Yes	Yes	Yes	Yes	Yes
Voting Info For People With Disabilities	Yes	Yes	Yes	Yes	Yes
Video Tutorials (on how to vote)	Yes	No	No	No	No
Infographic Tutorials (on how to vote)	Yes	Yes	No	No	No
Language Selection (To view website in another language)	Yes (French)	No	No	Yes (Cymraeg)	Yes (Spanish)
Voter's Guide Translated in Different Languages	Yes	Yes	Yes	No	Yes
Voting/Polling Locations	Yes	No	No	No	Yes
User friendly design layout	No	Yes	Yes	Yes	No
FAQs Page	Available	Available	No	Available	Available

SUMMARY

The voting websites of four countries were compared and analyzed against Canada's voting website – "Elections Canada." The countries that were chosen for the comparative analysis have diverse demographics and well-established voting systems in place that reflect similarities to that of Canada's system. The countries include: Australia, United Kingdom, United States and New Zealand.

The purpose of the analysis is to compare the countries on a variety of key elements and categories to determine the gap areas where Canada's voting website can improve. The findings of the analysis would enable the improvement of the overall design, usability of the website and also increase the numbers of users visiting. Categories such as the accessibility of translated voter guides, video tutorials on how to vote, first time voter information etc. were used for the analysis.

In addition to the gap comparison chart, a further analysis of each voting website's strengths and weakness is also showcased. This will help highlight specific elements Canada's voting website can improve upon.

CANADA

STRENGTHS

- Elections Canada has a designated section called "Everything a Voter Should Know"
- Informative and thorough details provided for a voter
- Information is separated in multiple categories
- Video and infographic tutorials to explain the voting process
- Faq page with Q&A
- PDF downloads available for documents
- Information for voters with disabilities
- Voter's guide available in different languages
- Webpage available in French

WEAKNESSES

- Needs a more modern design (looks outdated)
- Color combination is quite dull – may draw users away from the website
- Although there is an abundant of information, some details can be cut down to provide more clear cut answers
- No footer information



COMPETITIVE & GAP ANALYSIS

AUSTRALIA

STRENGTHS

- Modern, clean website design/ Intuitive layout
- Has a section "A Guide to Enrolling and Voting" and "Voting Overview"
- Faq with Q&A on side panel
- Information for voters with disabilities
- Graphic tutorials on how to vote
- Webpage is "speech-enabled" where you can listen to each category on a page with the section/categories/ sentences highlighted as sentences are read
- Has a section for translated enrolling/voting information (links to pdf document with photos and infographics)

WEAKNESSES

- Some pages have a lot of information, would be better to separate into a few more categories
- Paragraphs/ sections need to be spaced out more
- Video tutorials would be nice to complement the infographs
- No polling location information

NEW ZEALAND

STRENGTHS

- On main landing page – clear defined area where you can look for "information in your language" for enrolling/ voting
- The "find my electorate" section has a geosmart map to illustrate locations
- Slider images on main landing page that highlight the section specified
- Can easily find information on the main page without clicking into subheading/categories
- Latest news and media release section

WEAKNESSES

- Layout is not eye-catching (just a blob of text)
- Information is a little cluttered
- Font -size is small and hard to read
- Step-by-step process on how to vote needs to be more clear and concise



COMPETITIVE & GAP ANALYSIS

UNITED KINGDOM

STRENGTHS

- Modern website design/ aesthetic appeal
- Simple layout for Voters with two initial categories to select (Registering to vote & How to Vote)
- Information for voters with disabilities
- Voting options section include photos which adds a nice touch to the webpage (ie, a voter going to the polling station)
- Step-by -step process of the voting options
- Informative Faq page
- PDF downloads available for documents
- Has 'latest news' section with recent articles
- Search bar has a filter option

WEAKNESSES

- Although modern layout, more categories are needed to separate information (took longer to find information)
- Webpage has links that directs you to other webpages that look and have different urls (may confuse voter/user)
- Requires more information on ID requirements
- No polling/location information available

UNITED STATES

STRENGTHS

- Interesting: there is a section for kids on "How to Become President" (explains how votes are counted, election process and branches of government)
- Voters can live web chat with Government Information & Services
- Section on Voters accessibility laws
- Directory to "Find my state Election Office website" for state-wide voting guidance
- Voting registration is available in multiple languages (Spanish, Chinese, Hindi, Japanese, Khmer, Korean etc.)

WEAKNESSES

- Webpage has a modern appeal, but layout and information on a few pages are cluttered
- No faq page for common Q&A
- Requires more subheading/categories – information is clumped together, hard to find some info
- No Video or graphic tutorials on how to vote



INFORMATION ARCHITECTURE/HIERARCHY

— → WAY 1-4 Also links to respective FAQ similar to way 5

— — → Direct Link

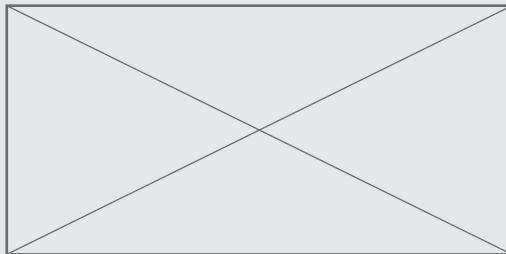


CONTENT MODEL

VOTING ON ELECTION DAY IN PERSON

STEPS 1 2 3 4 5 6 7 8

STEP 1 : Gather Identification

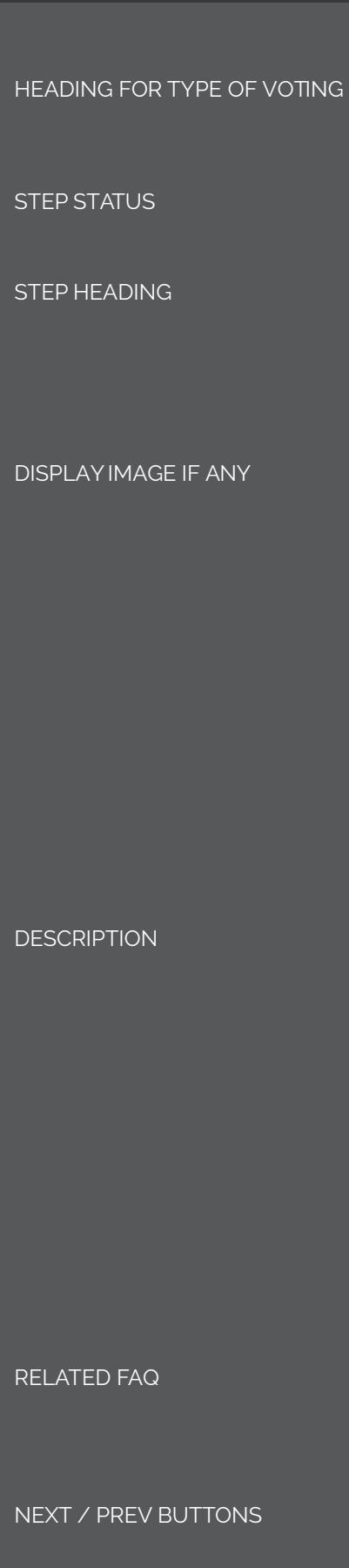


Use 1 piece of ID from the following:
Driver's license
Provincial or territorial ID card

Any other government card with photo, name and current address
OR
Use 2 pieces of ID from the following: (one must have current address)
Health card
Canadian passport
Birth certificate
Certificate of Canadian citizenship
Citizenship card
Social insurance number card
Indian status card
Band membership card
Métis card
Card issued by an Inuit local authority
Canadian Forces identity card
Veterans Affairs health card
...

[I'm homeless. How do get proof of address?](#)
[My ID is expired. Will it be accepted?](#)
[Can I use my passport to vote?](#)

NEXT >



QUANTITATIVE CONTENT AUDIT

The content structure is split into 2 major sections: the "How to Vote" section and the FAQ. The "How to Vote" section is split five ways, with each section carefully detailing the steps needed for somebody looking to vote. The FAQ questions are linked to the specific sections (steps) of the "How to Vote" to provide a user friendly experience. The two minor sections showcased are "News" and "Contact". Changes to the election voting process are documented in the "News" section to allow users quick notification of any changes that have occurred instead of going through the entire step process to look for differences.

Please reference excel file "content_audit..." provided in the project package for more information.

