

Brian Gates
Nicholas Wetta
Austin Mestayer

- **Executive Summary**
- **Gap in theMarket**
- **Meeting the Market'sNeeds**
- **Implementation**
 - **Management**
 - **Development**
 - **Marketing and Distribution**
 - **Monetization**
- **The Problem and Our Solution**
- **Industry Need for Our Technology**
- **Market Analysis / Primary Market / Secondary Market**
- **Marketing Strategies**
 - **Overview**
 - **Primary Customer analysis and entry strategy**
 - **Core competency**
- **Development Strategy**
- **Barriers**
- **Critical Risks**
- **Interviews**

Executive Summary

The United States ranked [31st out of 35 developed countries](#) for voter turnout by the Pew Research Center. In an ever-expanding political climate, increasing voter participation is more important than ever. We aim to address this low involvement by providing an unbiased, comprehensive database for constituents to access to gain information about their preferred prospective lawmakers and those lawmakers' policies.

Our application, uVote, aims to address these problems. uVote is a simple solution to providing voting information to the masses with a low upkeep cost and low candidate-inclusion cost. Our application will aim to provide to voters and legislators alike a means of communication that is accessible and simple to use.

Our target clients include anyone looking to be more deeply involved in politics and better informed with their voting decisions, as well as politicians who want to reach out to their community and establish better communication between themselves and their audience. uVote is designed to streamline the information-gathering process by presenting all relevant details in

an ordered and user-friendly manner. It includes the ability to scale as necessary to accommodate more or fewer active candidates.

Current competitors to uVote include forum boards and general traffic news sites. They have the ability to convey information relatively easily, but at the same time are muddled by their inflow of other non-relevant content. As well, they tend to have a high learning-curve and may present information in a biased way.

uVote will be developed using open source tools, as well as cost-free platforms, in order to reduce development/maintenance costs as well as price to users.

Gap in the Market

Presently, there are a few applications which serve as information-gathering tools for contacting politicians and aggregating voting information. However, our application aims to unite the new generation of voters with congresspeople representing them and their neighbors.

uVote will do this by providing profiles created by congressional campaign leaders, and placing that profile alongside the candidate's core ideas/philosophies and voting history. New voters, as well as those just outside the voting age, can use uVote to generate further interest into political groups, and discover their own political interests. Meanwhile, older voters groups can use uVote to explore the ideas presented by other candidates, both new and established, to find the candidate that most accurately represents their interests.

Meeting the Market's Needs

uVote will meet the market's needs by providing a cheap, accessible solution for all applicable parties. The goal is to make uVote user-friendly and simple enough so that people of all ages and experience levels are able to utilize the application to its fullest extent.

Implementation

Management

uVote will be managed by its contributors, Brian, Nick, and Austin.

Development

uVote will be developed using the following technologies;

- **Frontend (User Interface)**
 - **Android Studio** - A development platform for making Android apps across all Android operating systems

- **Xcode** - A development platform for making iOS apps
- **Backend (Web Server / Database)**
 - **Firebase** - Fast and secure hosting for web apps, with built-in query capability as NoSQL database.

Marketing and Distribution

Our app will be marketed as a free download either from the Apple App Store for iOS devices, or as an .apk download for Android device installation.

Monetization

Monetization of our app will be accomplished through our political candidate-based app-use subscription. Payment will be offered under monthly or yearly payment models.

The Problem and Our Solution

The problem with current solutions is that they usually contain either high learning curves, or they are used for the distribution of other non-relevant information. For example, Reddit is a forumboard that is used by many up-and-coming presidential candidates for reaching out to potential voters through the use of Q&A functions. While this method of reaching out is effective, it presents many issues as Reddit functions as a compilation of many different communities based on a vast array of topics, which can leave user-attention scattered and unfocused.

The solution uVote aims to provide is an unbiased, comprehensive, user-friendly application to streamline the information-gathering and voter decision-making process.

Industry Need for Our Technology

Currently, [television advertisements constitute over 50% of total political advertisement spending](#). In a political climate where creating meaningful political discourse among a younger audience may be critical to a candidate's success, bolstering engagement in this younger base therefore becomes equally important. Engagement on this age range is more likely to come from primarily digital outlets, such as [streaming services over cable subscriptions](#), or, as we predict, uVote over traditional, non-digital advertising spaces.

Market Analysis/Primary Market/Secondary Market

Main competitors for uVote would be forum-based platforms such as Reddit and Facebook, as well as widespread mainstream media. Our main goal is not to replace these platforms, but to provide an alternative, more focused application.

The primary market will focus on targeting people between the ages 18 and 30, as well as those who will be entering voting age. Secondary focus includes politicians and those of older age of whom have fallen out of the political information loop.

Marketing Strategies

Overview

uVote aims to capture the attention of voters and political candidates. In order to make this goal a reality we must have a quality product while maintaining competitive pricing and appealing function. Also, the uVote team will work on feature improvement and maintenance, as well as introducing new features overtime.

Primary Customer Analysis and Entry Strategy

The strategy that the uVote team will utilize to draw in consumers will be to provide a product of which draws in users because of it's free model, therefore attracting politicians and creating higher revenue.

Core Competency

The core competency of uVote is its combination of ease-of-use and comprehensiveness, presented under its free model. It will be a high performance application.

Sales Strategy

Pricing

uVote will be free for download and use. The upload and presentation of political candidate profiles will cost either a monthly or annual subscription fee.

Promotion

uVote will use various promotional strategies, such as internet advertisement-based marketing and direct contact.

Development Strategy

uVote will be developed in stages, ensuring that each stage works properly before release. After the completion of a working prototype, new features will be rolled out and improved upon. Users will be able to report desired features and bugs.

Barriers

uVote will face many barriers when entering the market. These include:

- **Competition between current relevant platforms**
- **Software development processes**
- **Monetization model enforcement**
- **Client attraction**

Critical Risks

Possible risks for uVote include the end-user not wanting to switch from their current preferred platform to using uVote and monetary loss from lack of audience retention.

Interviews

What is your age range?

18-29 (6)

30-49 (2)

50+ (2)

How frequently do you seek out additional political information based on the following:

Television advertisements

Very frequently

Somewhat frequently (1)

Not frequently (2)

Never (7)

Digital advertisements (YouTube, banner ads, etc.)

Very frequently

Somewhat frequently (3)

Not frequently (3)

Never (4)

Physical advertisements (signage, billboards, etc.)

Very frequently
Somewhat frequently (1)
Not frequently (4)
Never (5)

Word of mouth

Very frequently (2)
Somewhat frequently (3)
Not frequently (2)
Never (3)

When do you typically start seeking out information on legislature political candidates?

> 1 year
9 - 12 months
6 - 9 months (1)
3 - 6 months (3)
1 - 3 month(s) (1)
< 1 month (5)

Rate your level of engagement with political activities:

I do not pay attention to politics to any extent
I pay attention only to national elections, but not to state level elections (6)
I pay attention to national elections as well as state level elections (4)
I am actively engaged in elections at the state and/or federal level
Other (please specify)

Would you be interested in using an application that gave you access to potential candidates's policy/voting record, contact information, and official policy platform?

Yes (9)
No (1)

If yes, what features sound most interesting? What feature(s) would you like to see on an app like this?

Voting record, policy platform. Voting record consolidated to show by category, then show specifics of bill/proposal
Voting record, policy platform. Identified party, differentiation between social and economic issues.
Policy focus, easy to digest information
Quiz identifying possible positive candidate matches based on matching/compatible ideals. Easy to interpret voting records
Quiz for getting good matches with candidates.
Policy platform, voting record.
A way to get notifications when candidates update/new candidates are announced
Voting record, visibility, one look information. Notifications around voting time.

If there are updates from candidate on app, have a changelist to indicate updates. An indicator on what candidate(s) are sponsored by party.

How frequently do you think you would use this app to check on your congressional representatives?

6 times per year

2 times per year

Only around election time (6)

When something prompts me to check, such as a major vote

The interviews were conducted remotely via online interactions. Our hypothesis is validated via the interviews; information-gathering around elections seems to be primarily electronic and/or word of mouth within a sample demographic of our user base. As such, a phone application seems to be an ideal means of increasing interest and participation in state-level elections.

There are some additional interests identified from the interview. Firstly, there is some level of interest in creating a timeline-like feed, so that users can follow the updates to profiles/records of specific politicians. Additionally, some interviews indicated an interest in a profile quiz, to be implemented as an option to locate/determine policy compatibility with other candidates. This may prove to increase interest in the application, as users will be able to identify endorsable candidates based on their own answers. Last, the information gathering process generally begins later in the election cycle, so our primary objective should be to maximize the amount of useful candidate information that can be easily consumed.