Carter Campaign

<u>TEAM</u>

Sara Billings, Cameron Garcia, Tiantong Wang, Kavya Sengouttouvane

Problem Statement

What is a contemporary & efficient way to **inform the novice user** about women's rights issues and introduce
them to the Forum on Women while taking advantage of
the current platforms being used?

Initial Design







Website

Mobile App

Advertisement

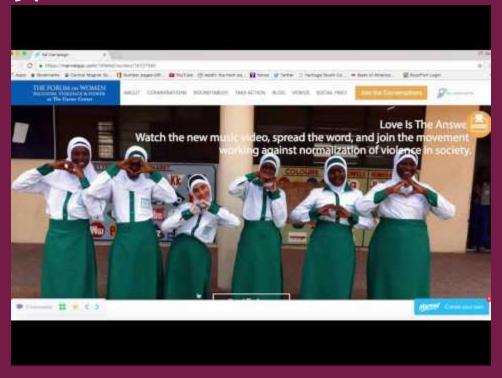
Narrowing Process - Interactive Infographic

- Bold headlines, photography, and clear signifiers
- Supports current site
- Reasonable costs
- Integrated with Facebook
- Accessible to a wide range of potential users

Narrowing Process - Interactive Infographic



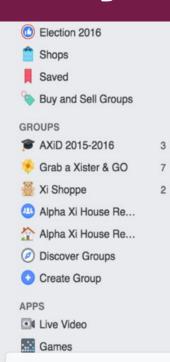
Final Prototype Demo

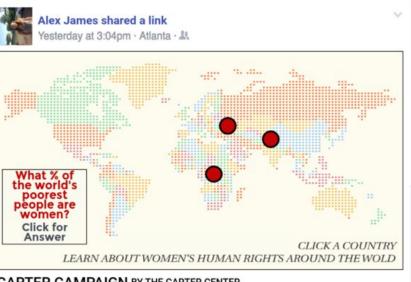


Changes to Prototype



Changes to Prototype





CARTER CAMPAIGN BY THE CARTER CENTER

Check out this interactive infographic by the Forum on Women at the Carter Center Learn more at forumonwomen.cartercenter.org

2.5K people talking about this

Stephen Colbert

120K people talking about this

See More

SUGGESTED PAGES

See All



Tech Beautification Day

Community - 549 likes

Rachel and 34 other friends like this.

Like Page

Evaluation Results

- Tasks:
 - Access Forum on Women Website: 19 seconds
 - Access 2nd Slide: 10 seconds
 - Share on Social Media: 16 seconds
 - Share via email: 6 seconds
- Each participant was able to state a fact
- 70% of participants would acknowledge

Lessons Learned

- Range in demographic information is important
- Some functionality may be difficult for the novice user
- Qualitative data, though subjective, is just as important as quantitative data

Questions!