Carter Campaign

TEAM

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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
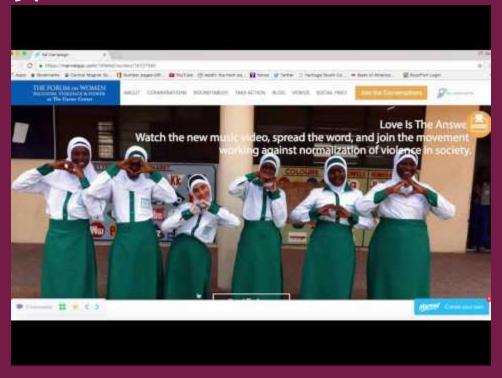

Website

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

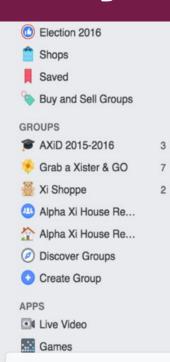# Narrowing Process - Interactive Infographic
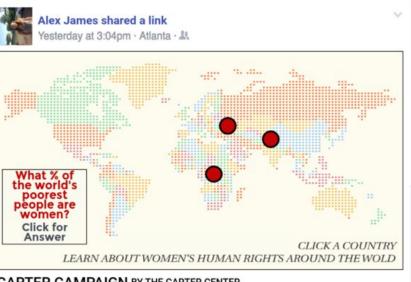
Final Prototype Demo

Changes to Prototype

Changes to Prototype

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!