



PolElec



WE, THE PEOPLE OF INDIA...

2022

PolElec is an application made to improve citizen participation in democracy as well as ensure accountability of the elected officials. The venture was motivated by the lack of clear information and guidance for first time voters

Introduction



Motivation

Youngsters just entering the voting population find it difficult to navigate through the politics and make an informed vote. Our venture was motivated by the aim to simplify the process of political analysis before and after voting.

Background

India is the world's largest democracy and has the largest youth population, however, it is the reality of the situation that many young people are disinterested in politics. Even those that may take an interest, are greeted with conflicting, biased information if they are able to find any information at all.

Secondly, democratic systems have had a lack of transparency for far too long, breeding a culture of secrecy and corruption. There is no effective way to directly hold our elected representatives accountable for their actions.

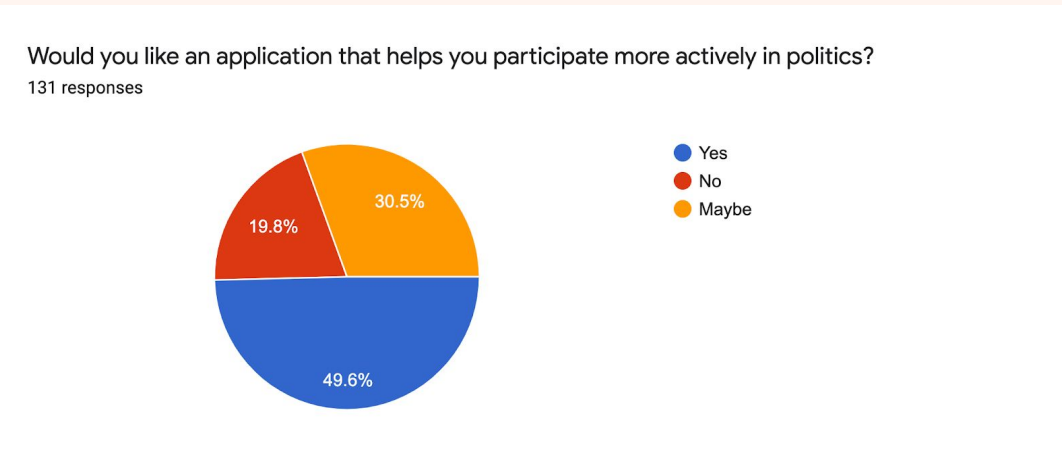
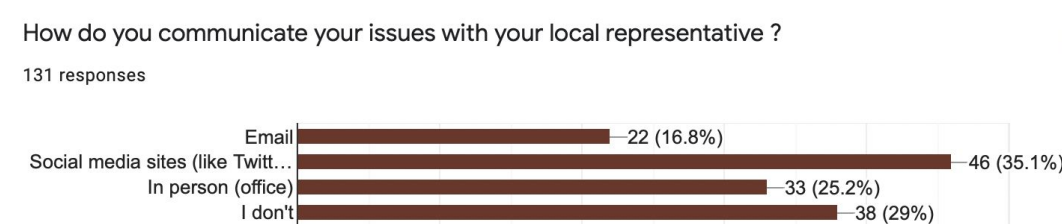
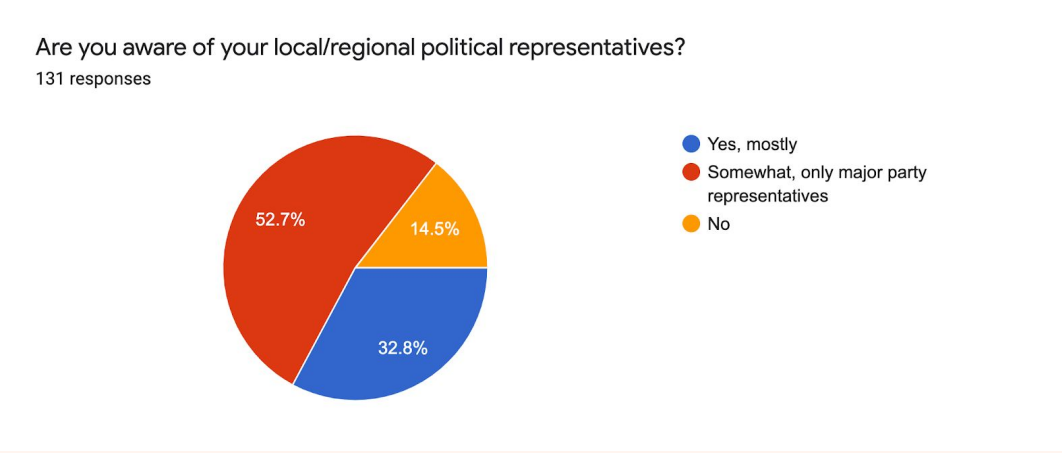
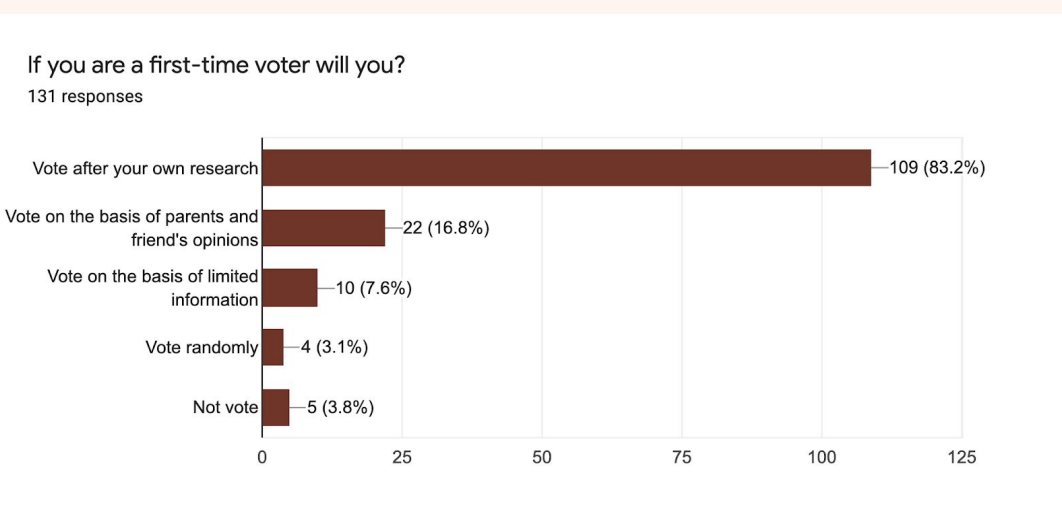
Stakeholders

- Politicians :
 - Provide their agendas and promises (manifesto before election)
 - Can take polls about policy decisions
- Young Voters:
 - They will get a clear picture about the background of political leaders.
 - Information about candidates like their criminal antecedents more easily accessible
 - Transparent tracking of election goals achieved/delayed/forgotten
 - News information sorting
 - Communicate their grievances to their elected official directly

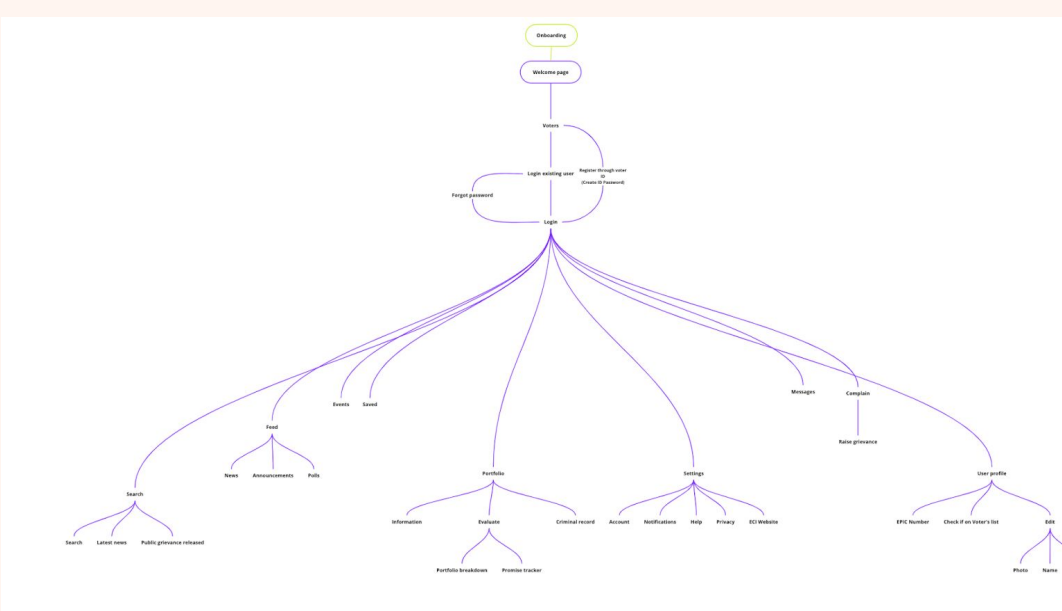
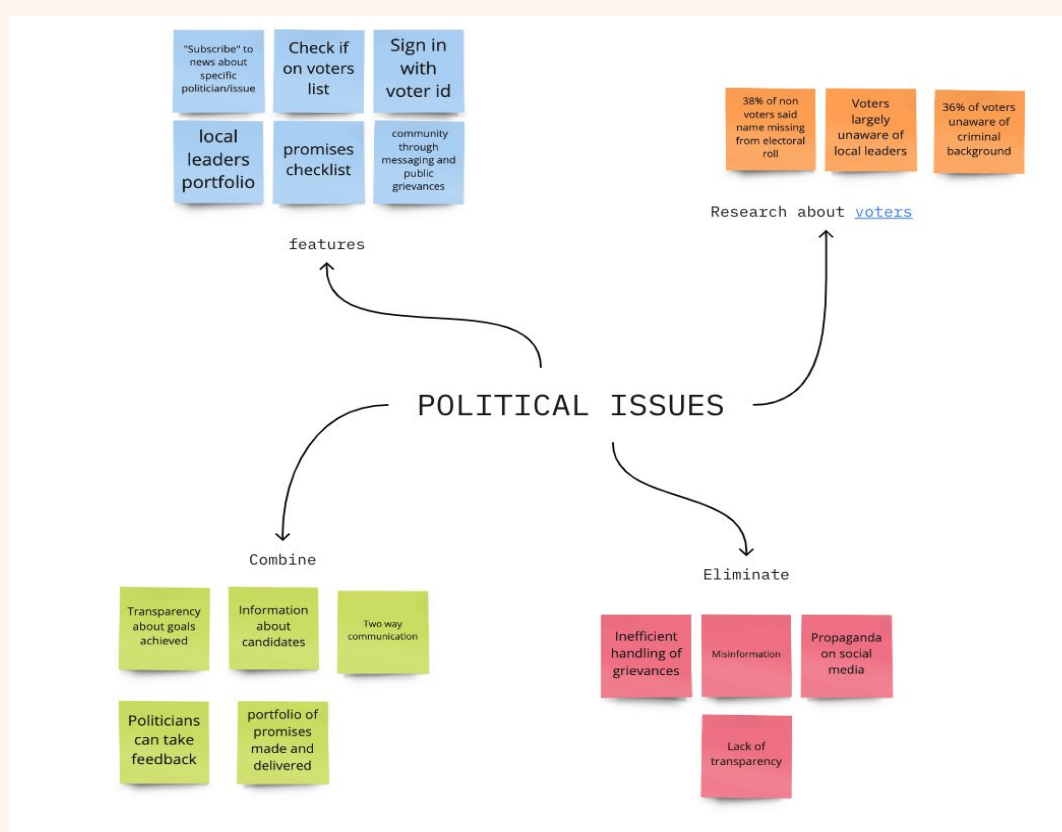
Research

Requirement gathering and data analysis

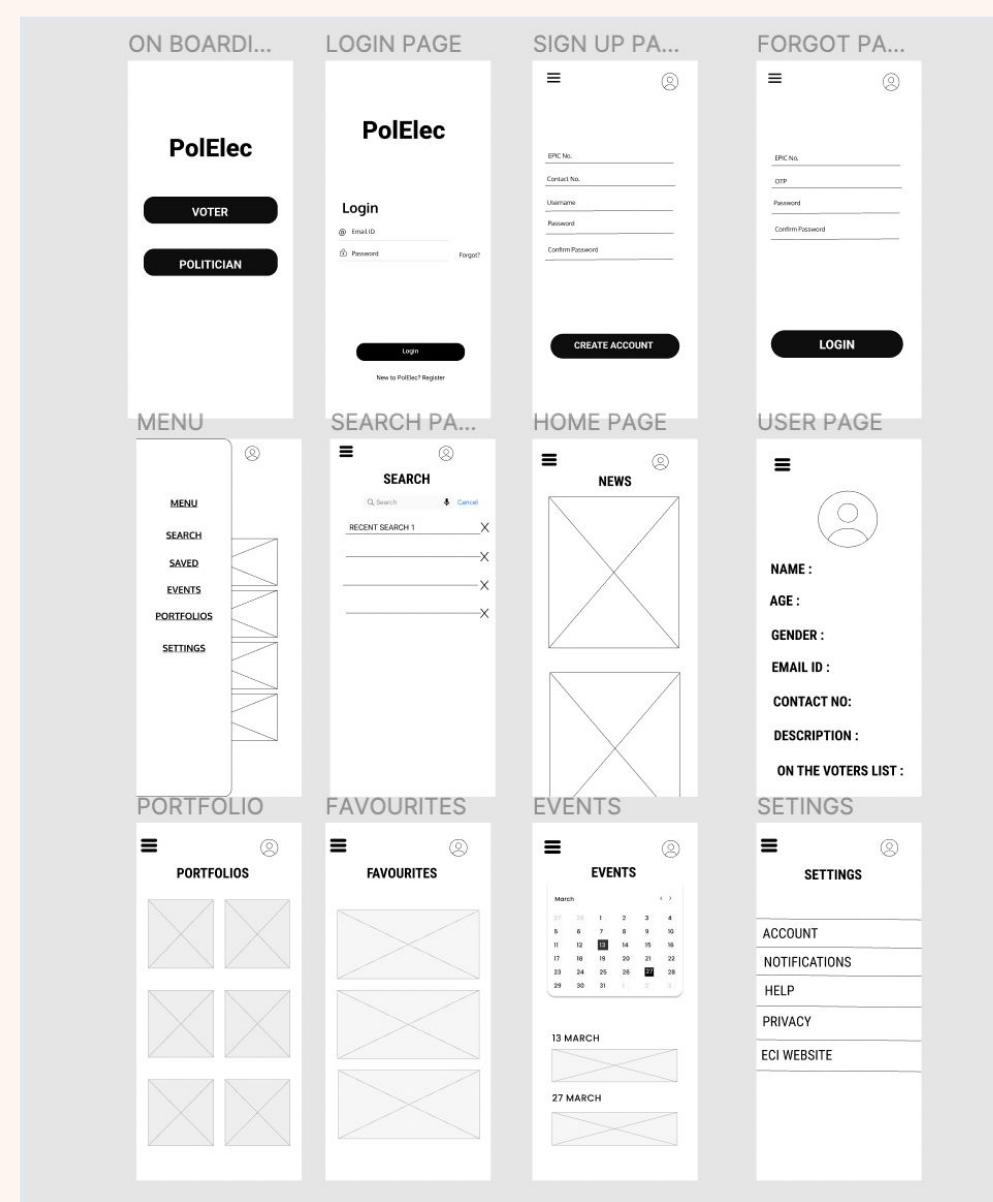
We conducted a survey which received about 150 responses. 84% of the respondents are under the age of 22.



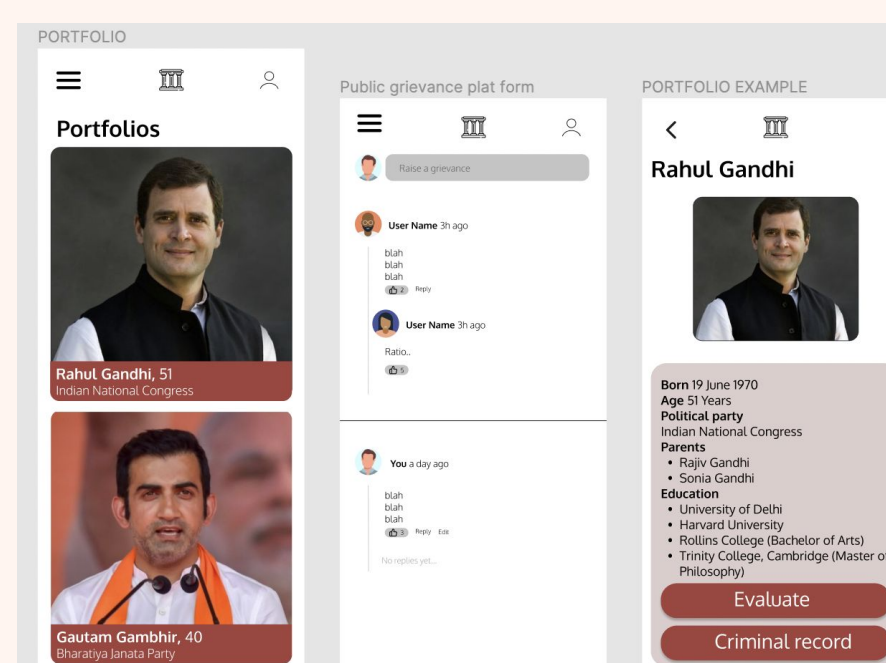
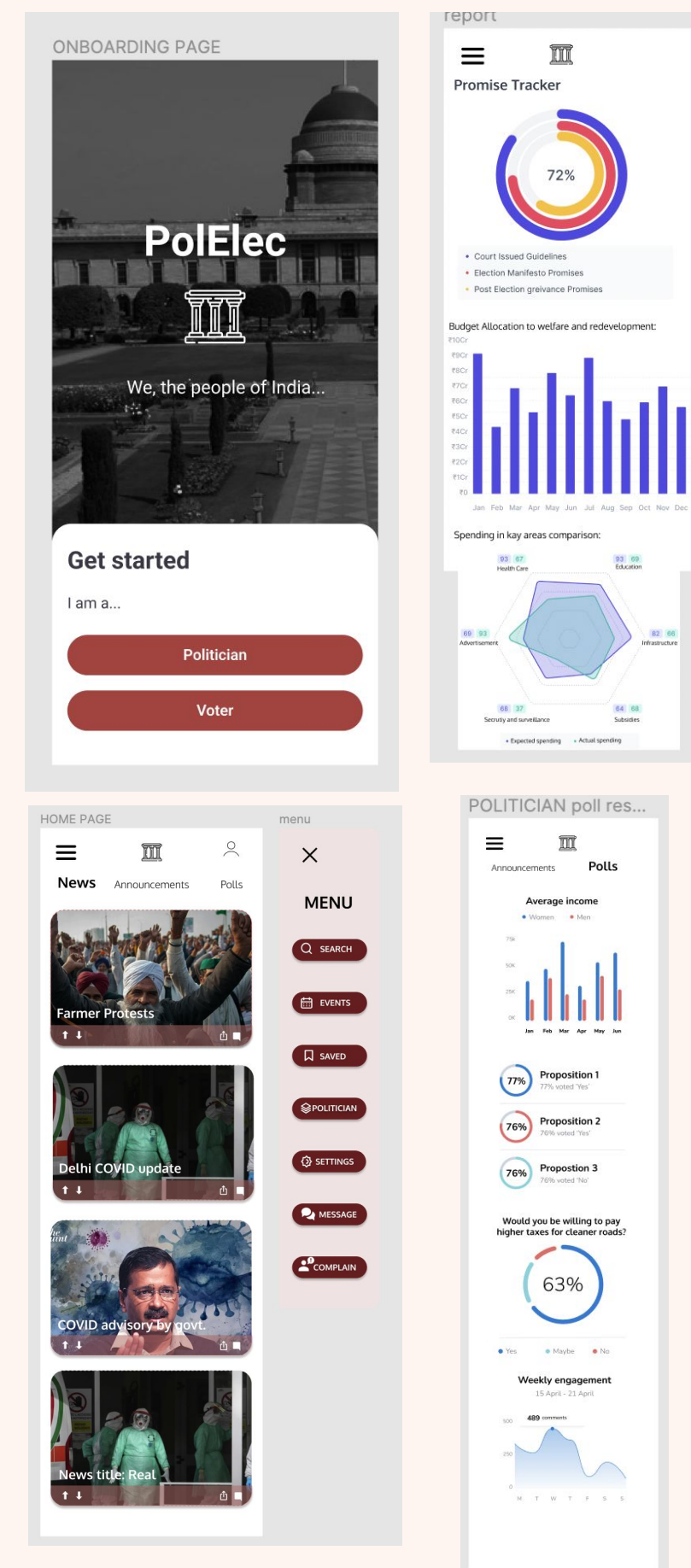
Ideation Process



Low Fi Prototyping

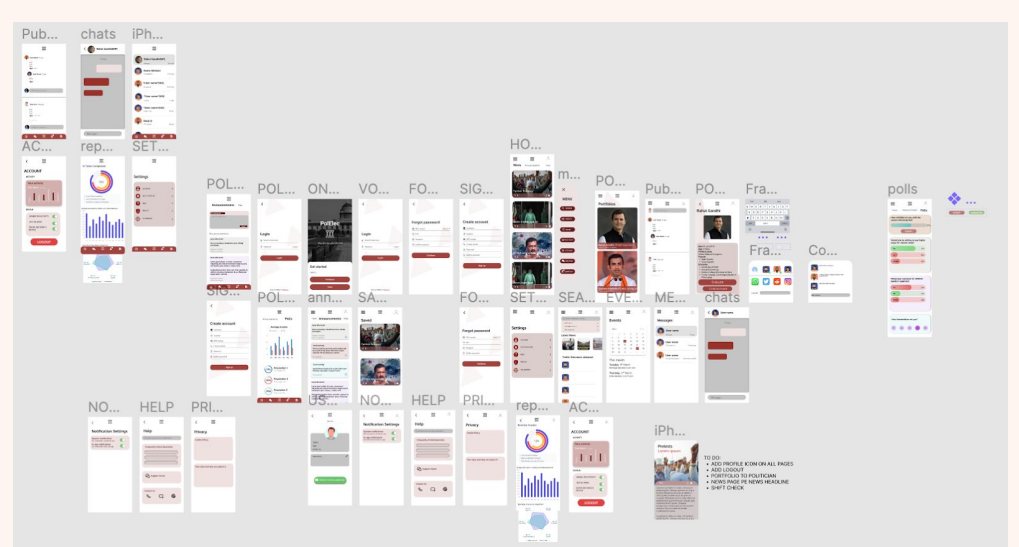
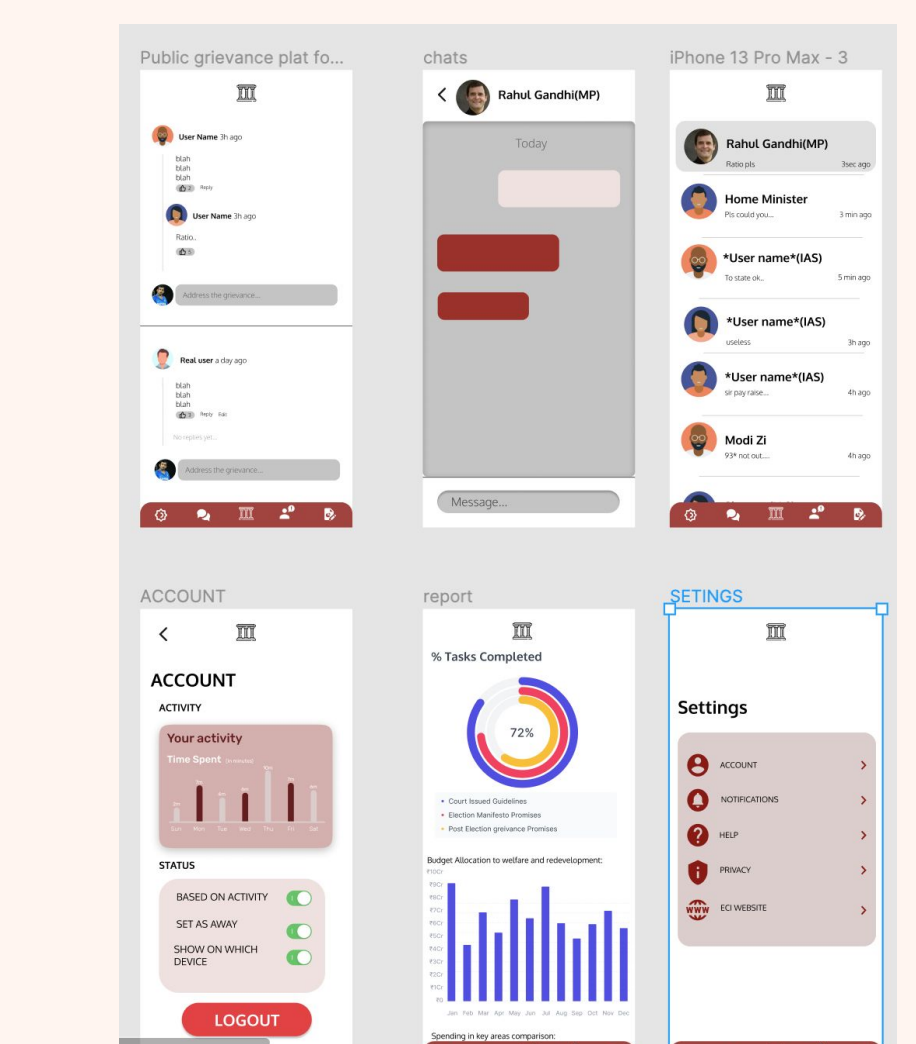
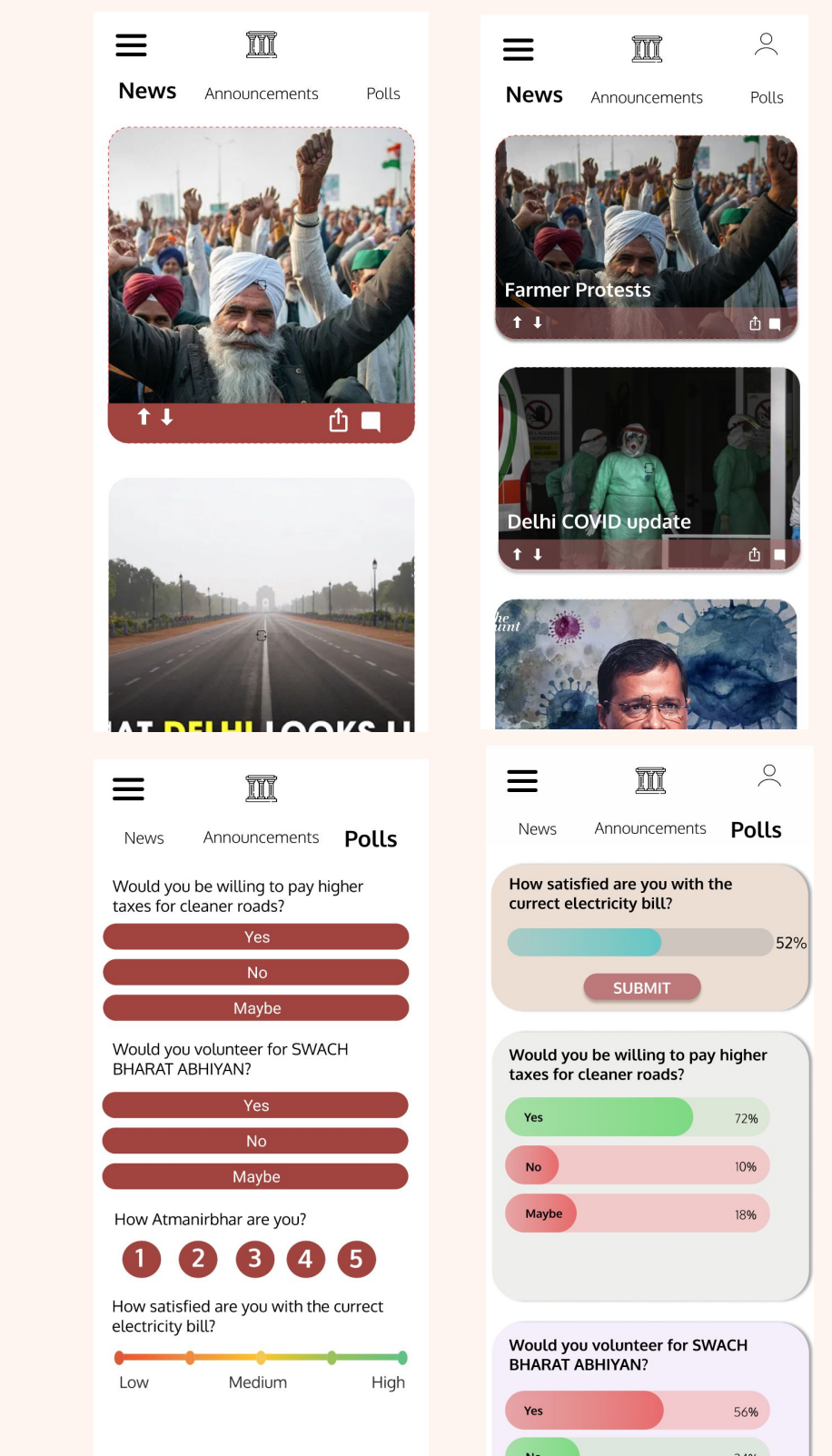


Hi-Fi prototype



Evaluation plan and feedback

We carried out guerilla testing and semi structured interviews



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