



# Poliquote

COLTON WOYTAS | SPRING 2016

# Introduction

# Problem

Only 57.5% of eligible American voters voted in the last federal election for president.

## Mission

PoliQuote is intended to increase political engagement and accountability by providing clear and true information about currently serving representatives without bias.

PoliQuote is a platform from which to base the accountability of candidates and representatives to their campaign promises and public statements by using direct quotes and providing them in context.

## Goals

- ① Increase the public's knowledge of actions being taken by elected officials towards fulfilling the promises they have made.
- ② Increase the public's understanding and awareness of how the government is organized and operates at various levels
- ③ Maintain an unbiased position while presenting factual and cited information in a manner fair to all candidates and citizens

# User Personas



**Frank,  
46**

Frank is a father and a husband. He works hard at his lifetime blue-collar job in a warehouse, and has earned a living for his family this way for 28 years. He coaches both his son's baseball team during the summer, and is respected within his group of friends for his humility and wisdom.

**Frank is worried about the security of government benefits, and he would like to find out if the state governor he voted for has been accomplishing promises during his campaign.**



**Derek,  
25**

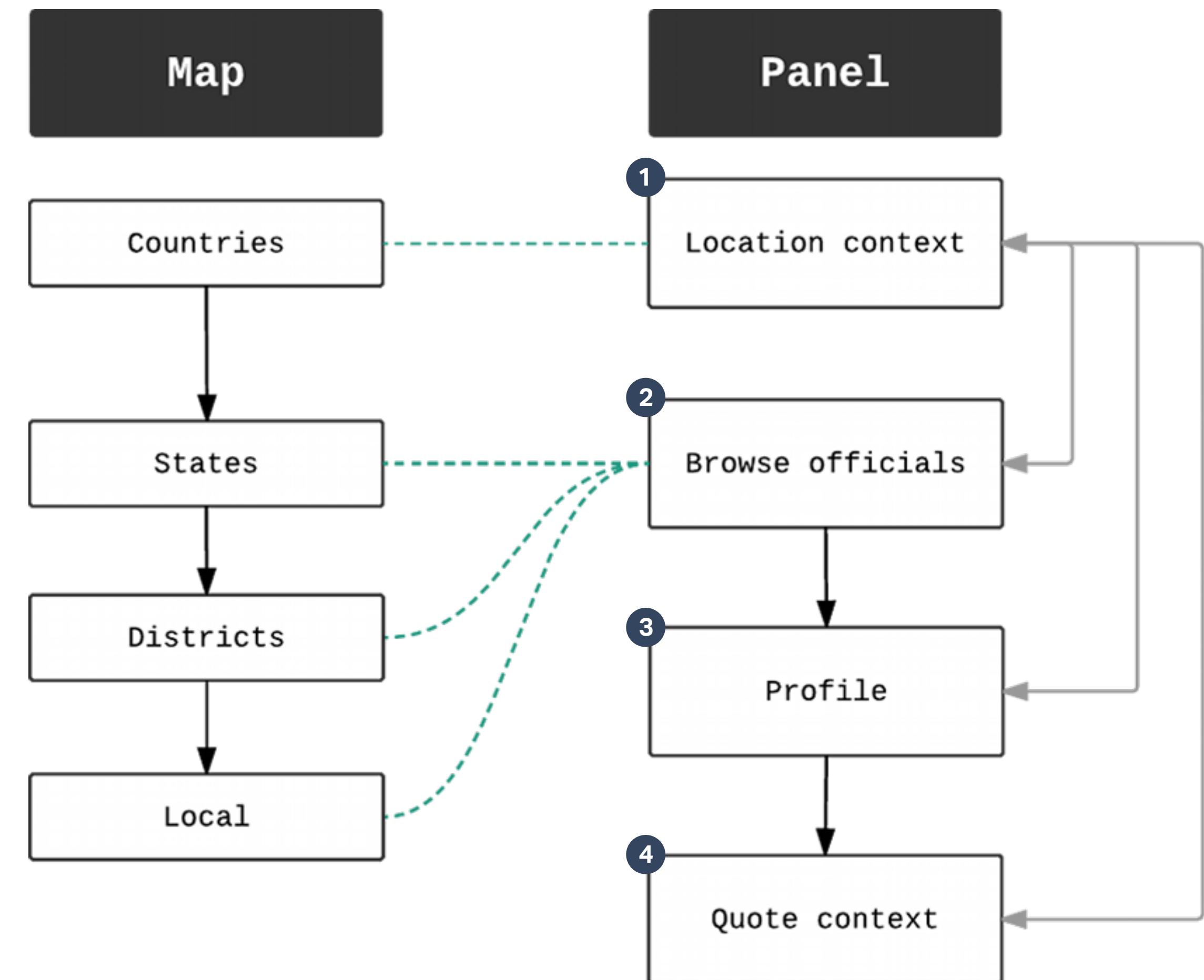
Derek is a few years out of college and into his career. After graduating with an electrical engineering degree, he chose to stay close to home and family and accepting a job with the local branch of a national corporation. He's ready to move away and begin the rest of his life somewhere else.

**Derek would like to become more informed about a few of the candidates in the upcoming election in his district so that he can place a more informed vote for his future.**

# Info Outline

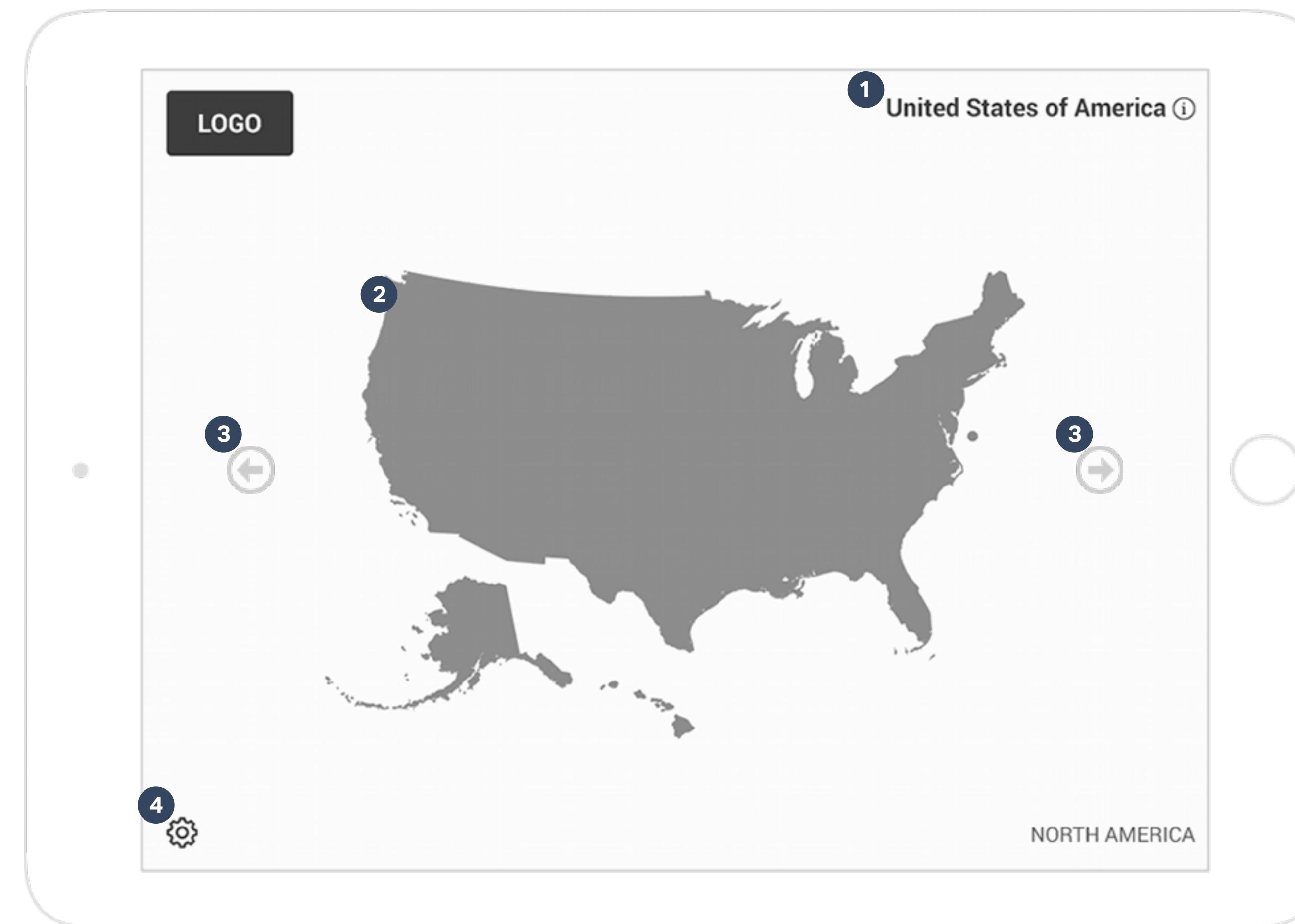
This workflow shows the content that will be displayed on the panel as the user interacts further through the map.

- 1 Accessible from all screens, this version of the panel gives contextual information about the current district to user.
- 2 This screen is a list of officials representing the current district. Users can navigate the list of profiles vertically or the sections of government horizontally.
- 3 This screen has a short bio and image of the selected official. The screen only contains the quotes timeline, which is destination of the app's main intentions.
- 4 Users have the ability to experience quotes from officials in context (ie: video, audio, or text). This screen displays the quote in context and depends on the type of media.



# Wireframes

# Wireframe (Nations Browse)



Users browse the nations that are available to be viewed using PoliQuote. There is also the option to reveal more context about the nation to help give further perspective.

## 1 Nation Name

Tapping this reveals more context about the displayed nation

## 2 Nation Map

Tapping this enters into a further regional break down of the nation

## 3 Nation Navigation

Cycles through nations that are available to be explored

## 4 Settings

Links to the application and user settings menus

# Wireframe (Officials List)

The wireframe illustrates a mobile application interface. At the top left is a 'LOGO' button. Below it is a map of the United States with state abbreviations. A circular navigation element is located at the bottom right. The main content area displays a list of officials. At the top of the list is the nation name, followed by a branch navigation section, then a scrollable list of officials with their names and titles.

1 United States of America ⓘ

2 Executive Legislative

3

4

Barack Obama  
President

Joe Biden  
Vice President

John Kerry  
Sec. of State

Jack Lew  
Sec. of Treasury

Ashton Carter  
Sec. of Defense

Loretta Lynch  
Attorney General

Sally Jewell  
Sec. of Education

Thomas Vilsack  
Sec. of Agriculture

Once users have entered a nation, they see it broken down by legal territories (states, provinces, territories, etc), and are presented with a list of government officials currently serving the nation.

## 1 Nation Name

Tapping this reveals more context about the displayed nation

## 2 Branch Navigation

Filters the officials that are currently being displayed in the officials list

## 3 Officials List

A list of officials serving the nation, ranked in order of power, that is vertically scrollable

## 4 National Map (States)

Tapping a state will expand the map further into a regional breakdown of the selected state

# Wireframe (Official's Profile)

The wireframe illustrates a mobile-style interface for an official's profile. On the left, a large grayscale map of the United States is displayed. On the right, a sidebar contains the following information:

- 1** United States of America ⓘ
- 2** Executive Legislative
- 3** Barack Obama  
President, 2008 - 2016  

Barack Hussein Obama II (born August 4, 1961) is an American politician serving as the 44th President of the United States, and the first African American to hold the office. Born in Honolulu, Hawaii, Obama is a graduate of Columbia University and Harvard Law School. He served three terms representing the 13th District in the Illinois Senate from 1997 to 2004.
- 4** Quotables SORT
  - "I will create 20,000 new jobs in Vermont within 18 months"  
[WATCH >](#)
  - "Internet access should be provided to every citizen."  
[WATCH >](#)
  - "A 24.5% tax break will be provided for electric cars."  
[WATCH >](#)
  - "An increase in the federal minimum wage will occur."  
[WATCH >](#)

The profile is where the accountability occurs. A written bio is provided in order to give further context to the official's quotes. Swiping left/right on the profile will cycle to the next official.

## 1 Nation Name

Tapping this reveals more context about the displayed nation

## 2 Branch Navigation

Filters the officials that are currently being displayed in the officials list

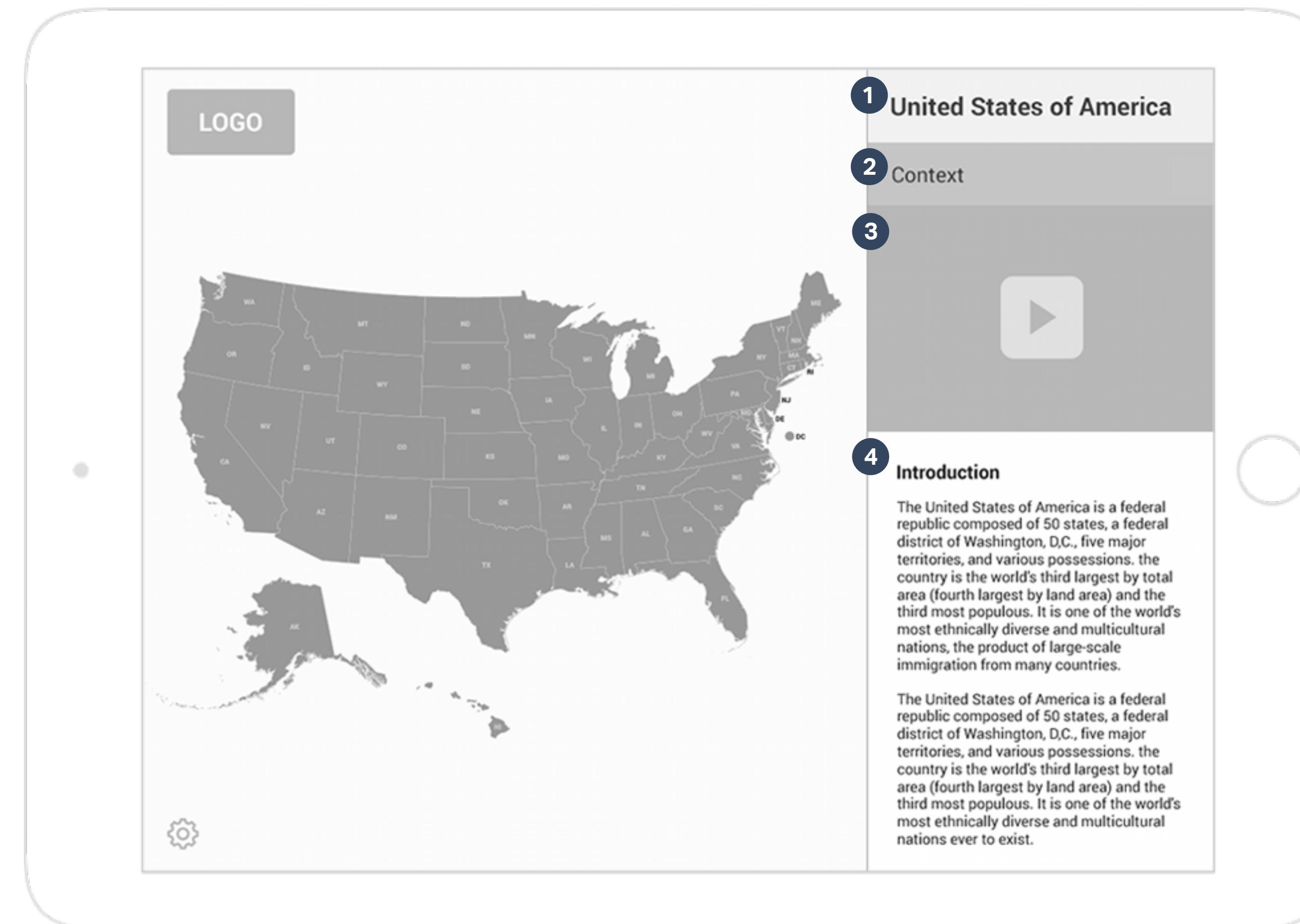
## 3 Official's Bio

A written overview of the official's political experience and relevant education or life experiences

## 4 Quotes Feed

Provides quotes said by the official, the ability to read/hear/view the quote in the context it was said, and whether or not they are achieving the promise

# Wireframe (District Info)



This page provides information on the selected region in order to give users the opportunity to develop a more well rounded perspective on the official's work.

## 1 Nation Name

Tapping this closes the context and returns the user to previous screen

## 2 Section Title

A non-interactive element that serves as a title for what the user is seeing

## 3 Overview Video

A video that gives un-biased facts on the current population demographics and economic state of the region

## 4 Overview Information

A written summary that provides a brief and un-biased history of the political maneuvers that contributed to creating the current state of the region

# Visual Design

# Visual Design (Nations + Context)



# Visual Design (Officials List + Bio)

The image shows two side-by-side mobile device screens, each displaying a different view of the Poliquote app's interface.

**Left Screen (Officials List):**

- Header:** Poliquote
- Title:** United States of America
- Section:** Executive Legislative
- Grid:** A 3x2 grid of officials:
  - Barack Obama (President)
  - Joe Biden (Vice President)
  - John Kerry (Secretary of State)
  - Jack Lew (Secretary of Treasury)
  - Ashton Carter (Secretary of Defense)
  - Loretta E. Lynch (Attorney General)
  - Sally Jewell
  - Thomas J. Vilsack

**Right Screen (Official Bio):**

- Header:** Poliquote
- Title:** United States of America
- Section:** Executive Legislative
- Profile:** Barack Obama (President 2008 - Current, Illinois Senator 1997 - 2004)
  - Born in Honolulu, Hawaii, Obama is a graduate of Columbia University and Harvard Law School. He served three terms representing the 13th District in the Illinois Senate.
- Section:** Quotes
- Quote 1:** Active Environment - Oct-6-15
  - "...reduce oil consumption overall by at least 35%, or 10 million barrels of oil, by 2030."
  - LISTEN 127,359
- Quote 2:** Active Economy - Sept-17-15
  - "Obama and Biden will invest \$250 million per year to increase the number and size of incubators in disadvantaged communities."
  - READ 44,331
- Quote 3:** Active Taxes - Jan-15-16
  - "...will extend aspects of the Bush tax cuts such as child credit expansions and changes to marriage bonuses and penalties."

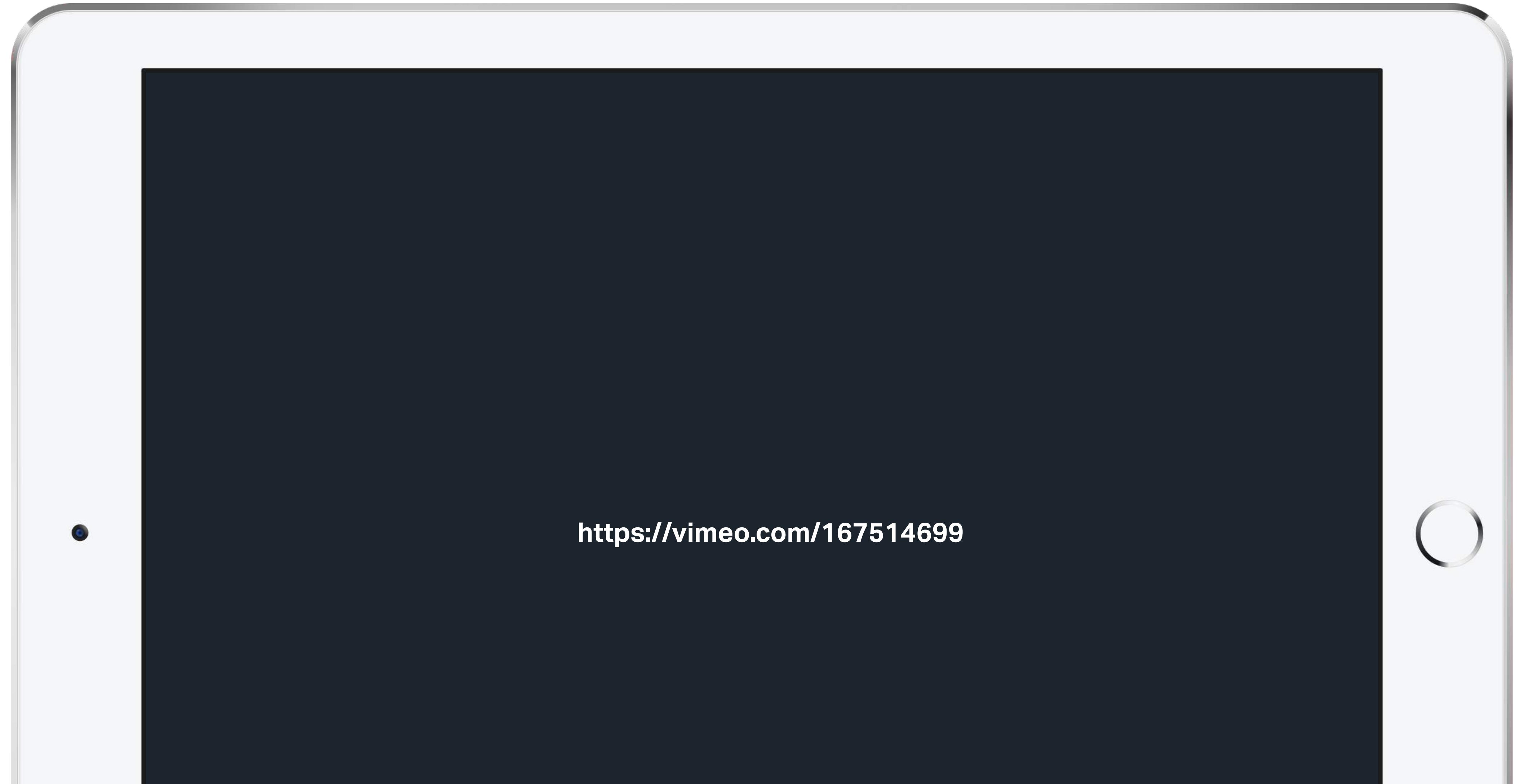
# Visual Design (State Select + Expand)

The image displays two side-by-side mobile device screens, each showing a different stage of the user interface for the Poliquote app.

**Left Screen (State Selection):** This screen shows a dark map of the United States with individual states outlined in white. The state of Colorado is highlighted with a blue rectangular selection box. To the right of the map is a modal window titled "Colorado, U.S.A." containing tabs for "Executive", "Legislative", and "Judicial". Below the tabs are four circular portraits of Colorado officials, each with their name and title: John Hickenlooper (Governor), Joseph Garcia (Lieutenant Governor), Cynthia Coffman (Attorney General), and Wayne W. Williams (Secretary of State). At the bottom of the modal is a portrait of Walker Stapleton (State Treasurer).

**Right Screen (State Expansion):** This screen shows a detailed map of Colorado divided into 64 counties, each labeled with its name. The county names include Moffat, Routt, Jackson, Larimer, Weld, Logan, Phillips, Rio Blanco, Grand, Boulder, Adams, Morgan, Yuma, Garfield, Eagle, Jefferson, Arapahoe, Washington, Pitkin, El Paso, Douglas, Elbert, Kit Carson, Mesa, Delta, Gunnison, Chaffee, Park, Lake, Fremont, Lincoln, Cheyenne, Montrose, Ouray, San Miguel, Dolores, San Juan, Mineral, Rio Grande, Alamosa, Huerfano, Otero, Bent, Prowers, Montezuma, La Plata, Archuleta, Conejos, Costilla, Las Animas, and Baca. Below the map are four colored squares with labels: "WESTERN" (light blue), "FRONT RANGE" (medium blue), "MOUNTAIN" (dark blue), and "EASTERN" (light gray). To the right of the map is a modal window identical to the one on the left, displaying the same list of Colorado officials.

# Animated Demo



<https://vimeo.com/167514699>

# Thank you!