Votivate

Turn up, Get more

Team: Binary Brain

Benefits

Increase vote turnarounds

Improve brand loyalty

Proof of voting

Positive impact on society

No new app for voter

Easy Integration

Overview

Introducing a unique solution to increase voter turnout in India! We've collaborated with popular brands to incentivize voting with exclusive discounts and offers. Here's how it works: after voting, simply take a selfie showing your inked finger and our deep learning neural net will verify your proof of voting. Brands can use our plug and play API to create banners on their apps and website, redirecting users to our website to validate their vote. Once verified, users will be directed to the brand website to activate their discount coupon. With our innovative solution, we aim to make voting more accessible and rewarding for all.

Problems it solves

1. Lack of motivation of voters
2. Automated digital verification of voting
3. Lack of engagement
4. Low voter turnaround

User Journey

Ramesh lives in Bengaluru, India and has been eligible to vote for several years. However, this year, he decides not to vote as he doesn't feel particularly invested in the political process.

One day, while browsing his favorite ecommerce website, he sees a banner for Votivate, offering extra discounts to people who vote. Intrigued, he clicks on the banner to learn more.

He is directed to the Votivate website, where he learns about the program and how it works. He is impressed with the idea of getting extra discounts from his favorite brands just for voting.

Ramesh decides to register for Votivate and is asked to upload a selfie with an inked finger as proof of voting. He takes a selfie with his inked finger and uploads it to the website.

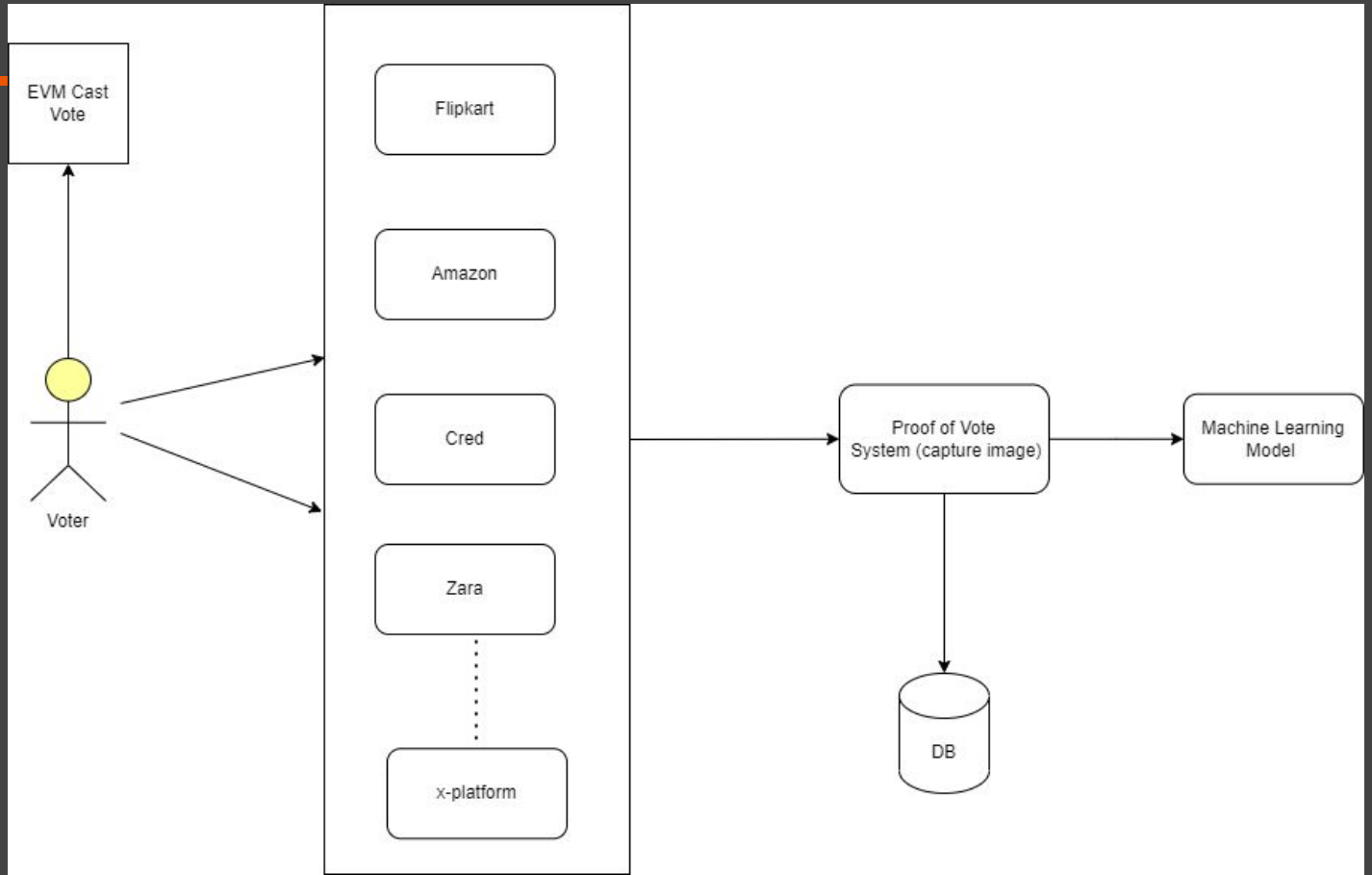
User Journey

Votivate uses deep learning neural net to verify Ramesh's proof of voting and confirms that he has indeed cast his vote.

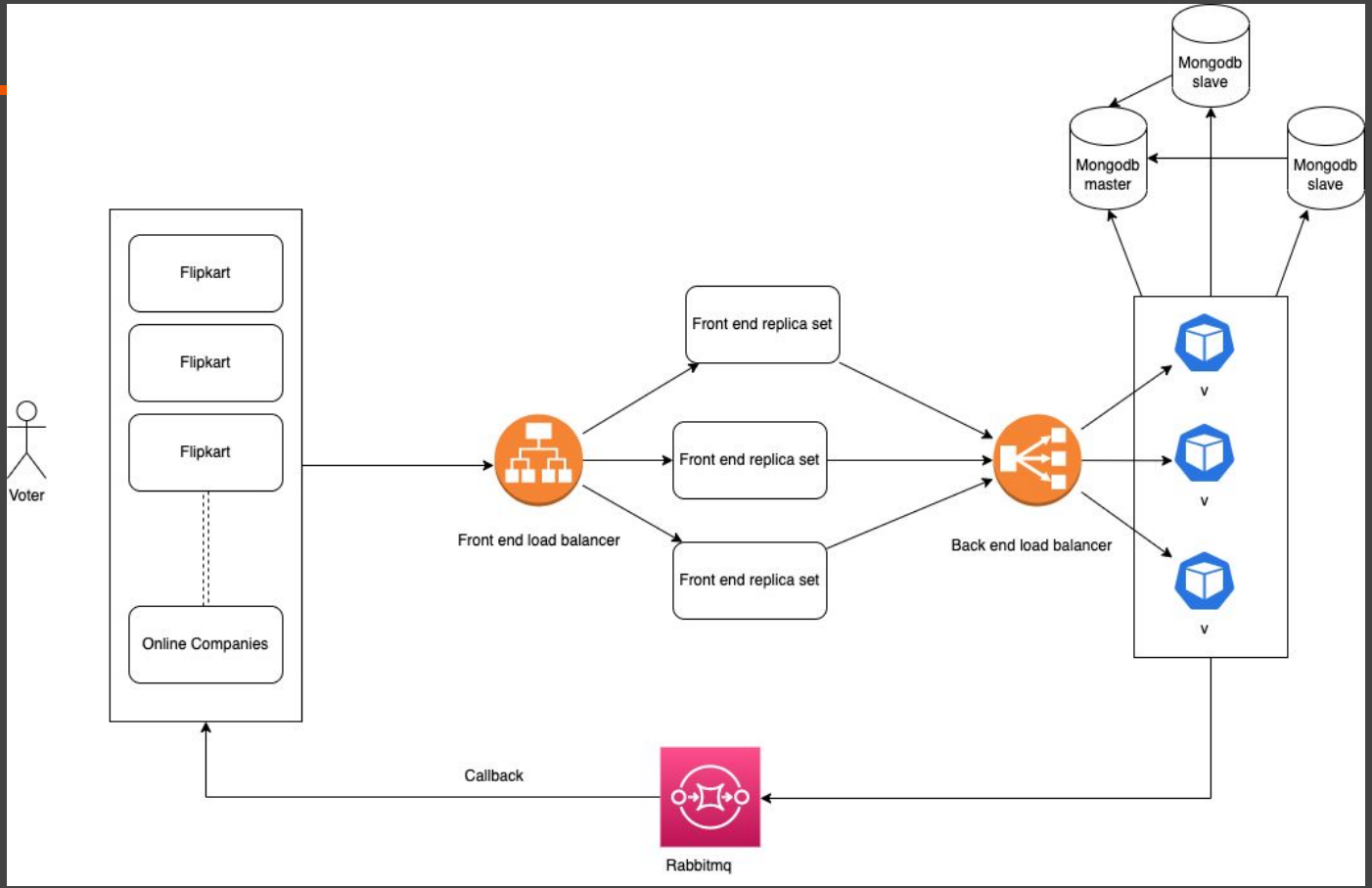
Once Ramesh's vote is validated, he is redirected to the ecommerce website where he saw the Votivate banner. He is pleasantly surprised to see that he has received an extra discount on his purchase.

Ramesh realizes that voting can have tangible benefits beyond just participating in the democratic process. He decides that he will continue to vote in future elections and keep an eye out for more Votivate offers in the future.

Flow Diagram



Design Diagram



Execution Plan

1. Develop a user-friendly and responsive website that can be easily accessed by voters across India. The website should provide all necessary information about the project, how it works, and the participating brands.
2. Develop a web app that can be used to take a selfie and verify the proof of voting. The app should be user-friendly and easy to use, with features that allow users to locate their nearest polling booth, provide real-time updates on election results, and access exclusive discounts and offers.
3. Build a deep learning neural net that can accurately verify the proof of voting using the selfies taken by users. This neural net should be trained on a large dataset of inked finger images to ensure accurate verification.
4. Establish partnerships with popular brands and businesses in India that are willing to offer exclusive discounts and offers to voters. Provide them with a plug-and-play API that they can integrate into their apps and websites to redirect users to your website for validation.
5. Create a robust system for geo-locating users who are clicking the picture. This will help in identifying the voters' location, and ensure that they are voting in their respective constituencies.
6. Launch a social media campaign to promote the project and encourage voters to participate. Utilize various social media platforms to reach out to voters across India and create awareness about the project's benefits.
7. Ensure strict compliance with data privacy and security regulations. Collect and store user data securely and transparently, adhering to all relevant laws and regulations.

Thank you.