

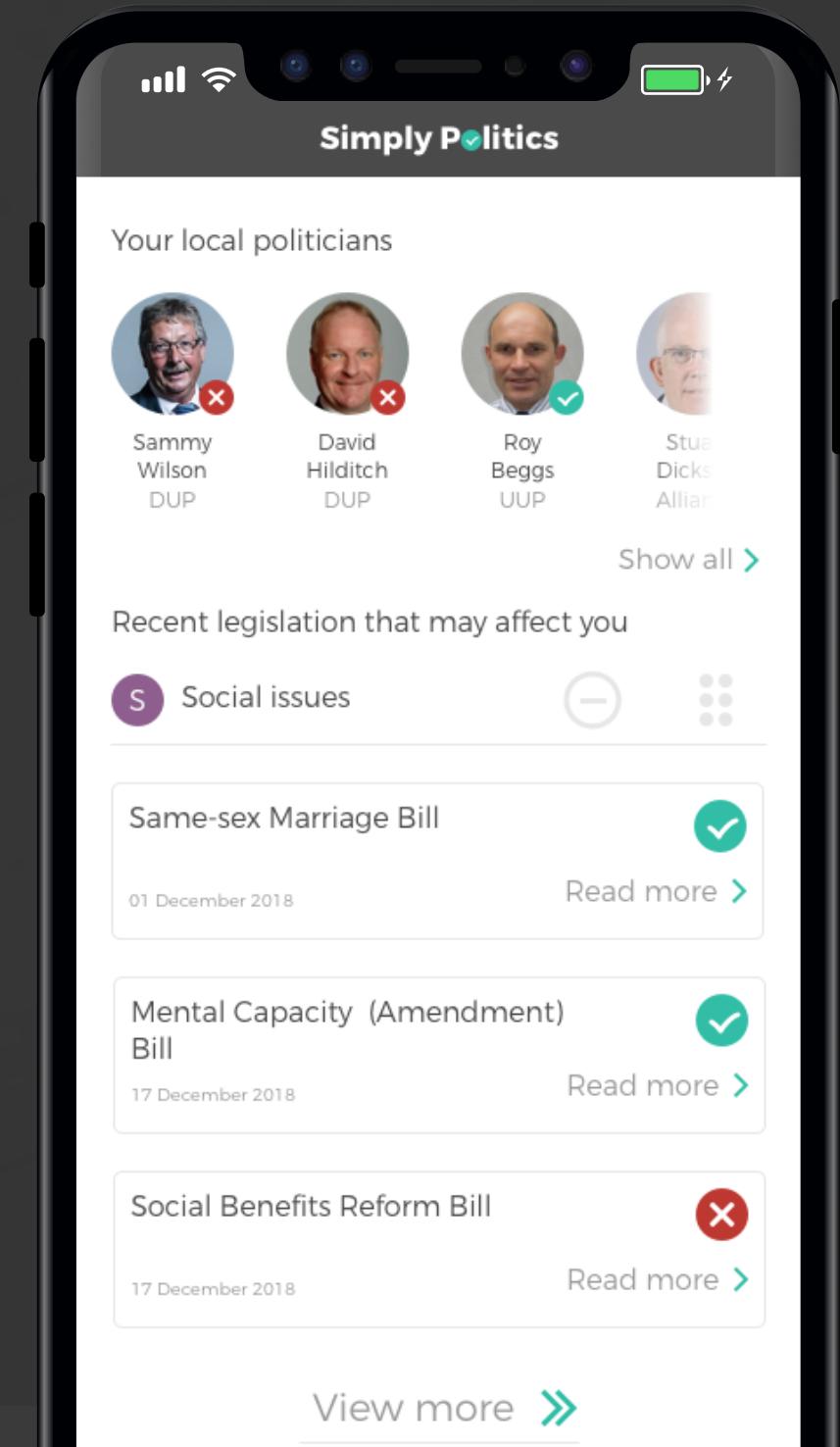
Simply Politics

Making sense of your vote.

Simply Politics

Making sense of your vote.

Simply Politics matches the bills, legislation and politicians to the political issues that matter to you.



Problem

A key barrier to citizen participation, particularly with young people, is easy access to **clear, simple information on the political issues that affect them**. Disengagement from the political process is due to a reduced awareness of information regarding legislation, politicians and the importance of the individual vote.

Process

After speaking to students aged 18 - 22 and conducting an online survey, research led to insights including **lack of trust in politicians**, a lack of understanding in legislation and an overall reduced awareness of the democratic process.

Understanding these issues, I mapped out the information necessary to **help inform users about the political environment that affects them**, what issues matter to people, and how these issues are reflected within the political process.

Solution

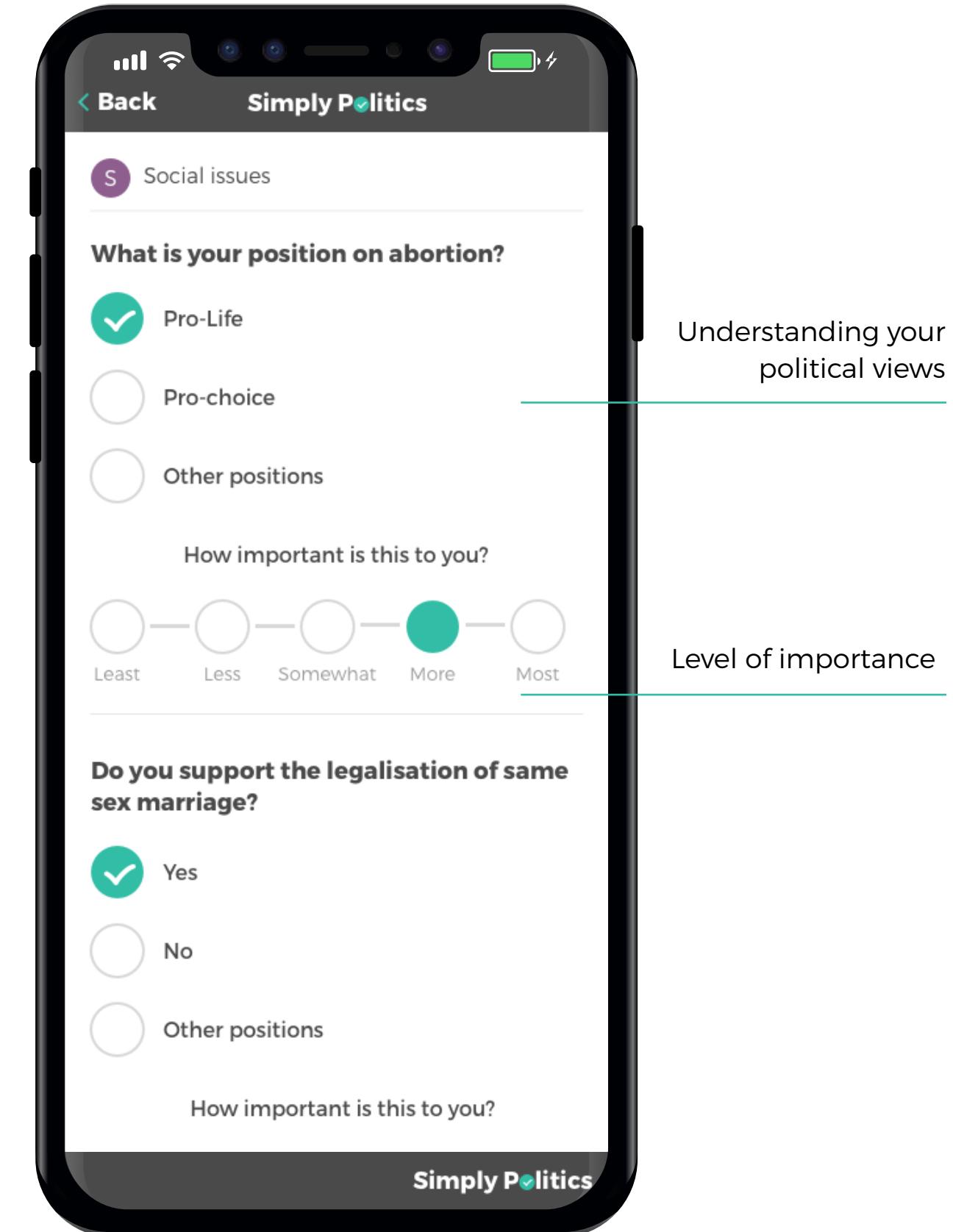
The solution to this problem was to create a product that supported a simple understanding of the bills and legislation that affect the voter, while allowing the voter to see **how their MP's and Representatives vote on the issues that matter** to them most.

The issues that matter

The Simply Politics app allows the user to create a political profile, outlining their political views.

This information is then used to help understand if bills, legislation or political representatives **support the issues that matter to them**.

By answering a series of questions ranging from social, economic, healthcare and policy issues; this political profile allows the app to support the process of **delivering relevant information**, allowing the user to make an informed decision when it comes to their vote.

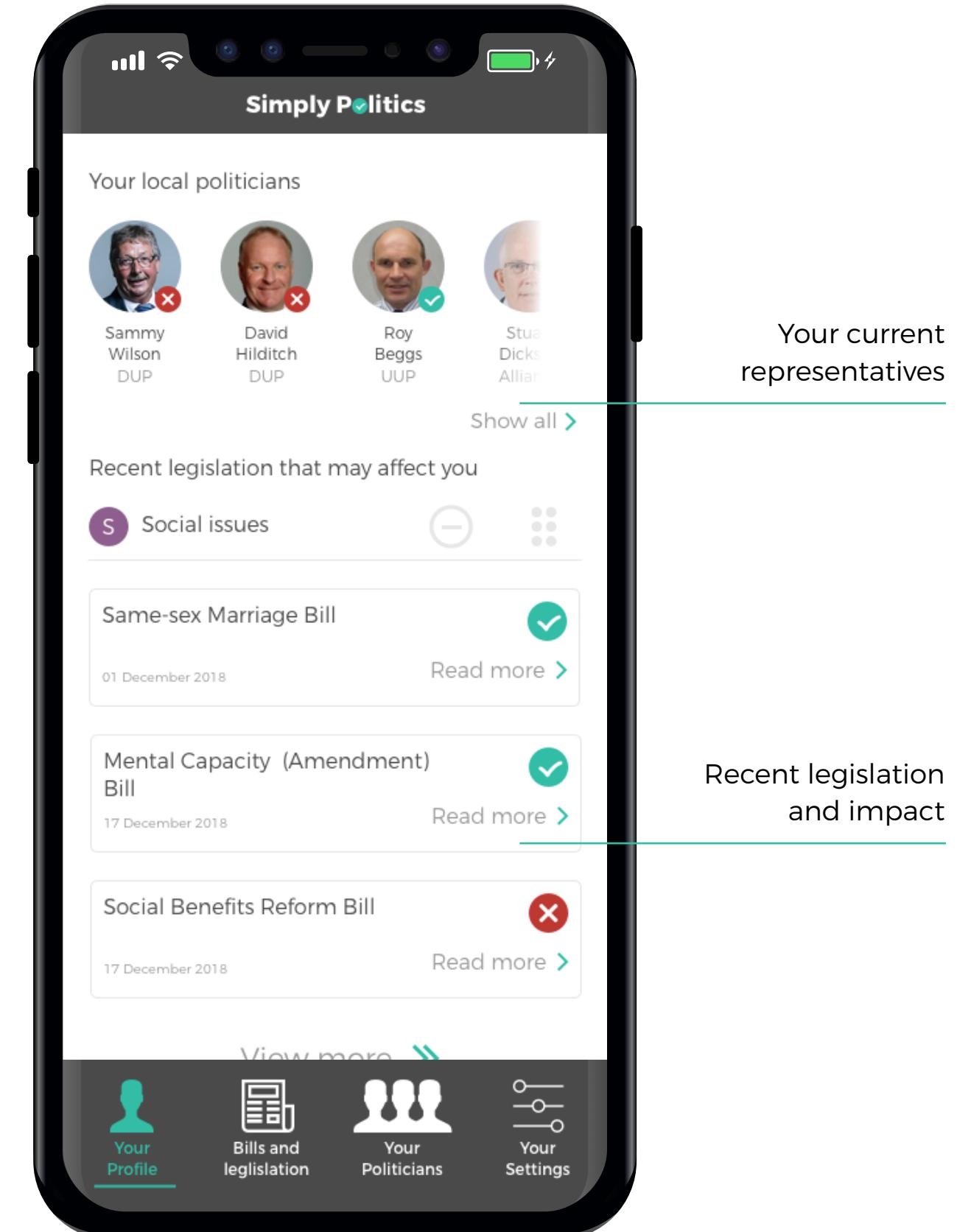


Your political profile

Using the information gathered from the in-app political questionnaire, the app interface is able provide an easy overview of the voters current representatives (based on postcode); as well as the **positive or negative impact** recent legislation has on their political views.

The voter can then delve deeper into the information provided, viewing **how a political party or representative votes on the issues that matter to them**, as well as a simple, easy to understand articles regarding the legislation currently being discussed or passed.

The information in one place allows the voter to **make an informed decision** when it comes to casting their vote, knowing that a political party or representative supports their views and the issues that matter to them.



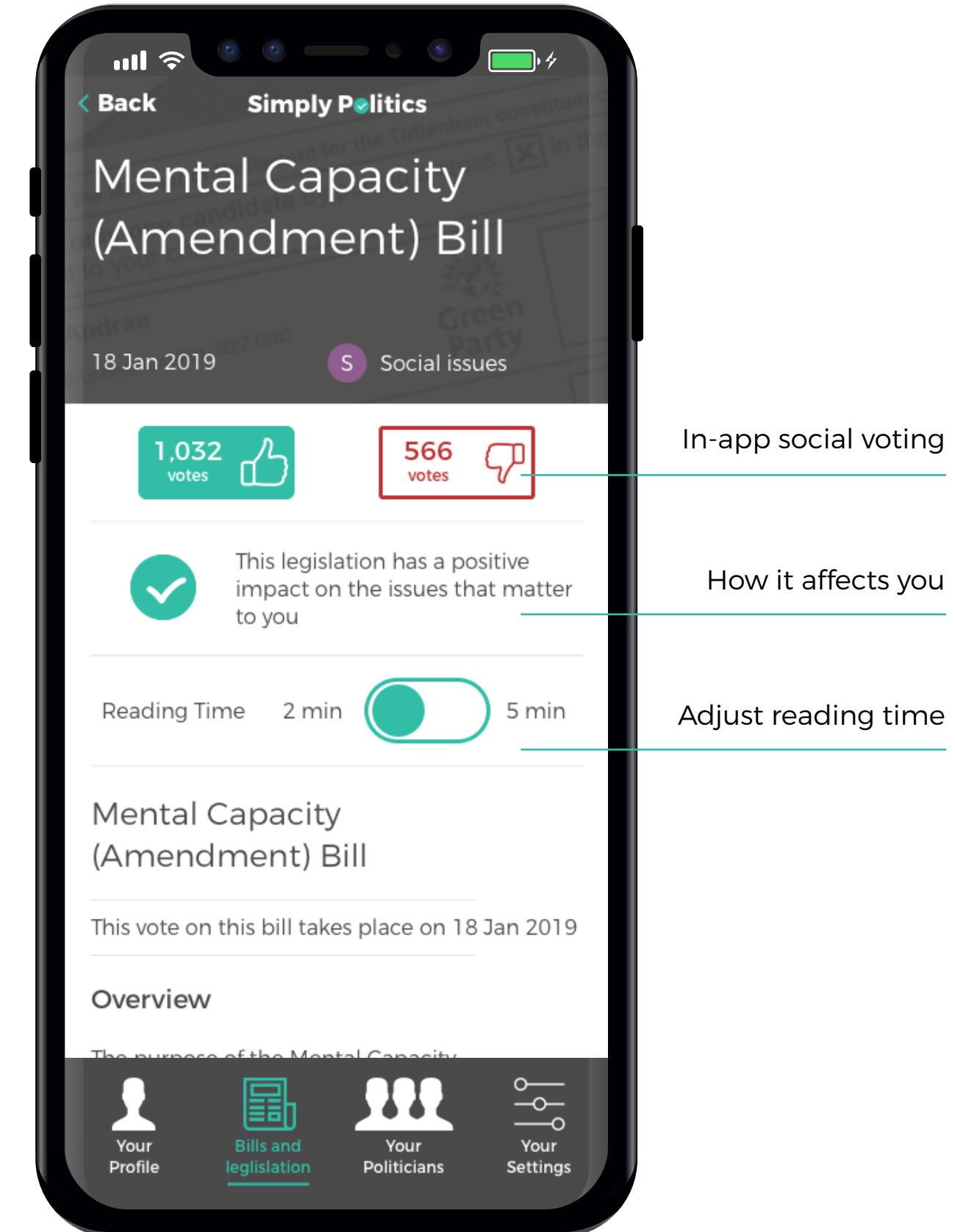
Bills and legislation

From the research conducted, a key insight was the lack of understanding in the bills and legislation that affect that **issues that matter to the voter**.

To solve this, information is pulled from sources such as [Theyworkforyou.com](#) and [publications.parliament.uk](#) to provide a platform that matches legislation to the political views of the voter.

Within the app, the user can view if bills or legislation have a **positive or negative impact** on the issues that matter to them, while providing the opportunity to engage with the in-app social rating system.

The user also has the option to switch between content reading times - either a brief summary or a more detailed article regarding the legislation.



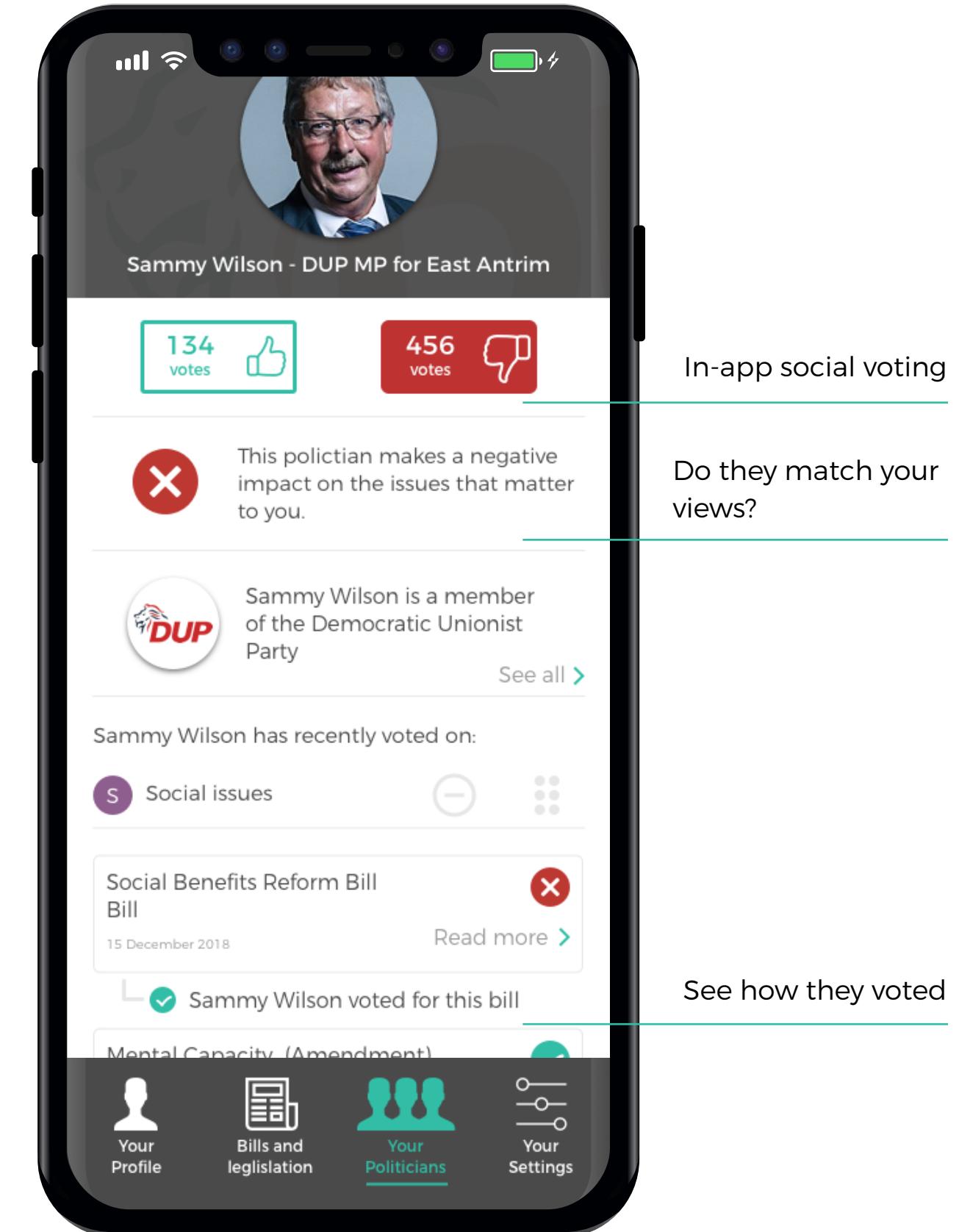
Making the right vote

Another key insight was the **lack of trust in political parties and politicians** in general. In most cases, young voters tend to vote for the politician that friends and family have voted for, rather than on the issues that matter to them.

The lack of awareness in **how a politician votes** on the issues that actually matter to the voter was a significant issue.

In order to solve this, political parties and individual politicians are measured against **their voting record and the issues that matter to the voter**. This provides a clear overview to the user on the decisions to make when it comes to their next vote.

The **Simply Politics** app prototype is available at:
<https://marvelapp.com/g60123j>



Hi-fidelity wireframes

1. Splash Screen



2. Your Views

Your Political Views

Help us understand the issues that matter to you by answering a few questions about your political views.

Don't worry, we don't share your personal views with anyone.

There are 13 sections in total, each with 8 questions. The more questions you answer, the better we can match bills, legislation and politicians to the political issues that matter to you.

You can complete these questions at any time by visiting your [Profile Settings](#).

Social issues

Environmental issues

Foreign Policy issues

Domestic Policy issues

Healthcare issues

Economic issues

Education issues

Electoral issues

National Security issues

Criminal issues

Transportation issues

Science issues

Immigration issues

Finish

Simply Politics

3. Questionnaire

Social issues

What is your position on abortion?

Pro-Life

Pro-choice

Other positions

How important is this to you?

Least Less Somewhat More Most

Do you support the legalisation of same sex marriage?

Yes

No

Other positions

How important is this to you?

Least Less Somewhat More Most

Do you support the death penalty?

Yes

No

Other positions

How important is this to you?

Least Less Somewhat More Most

Should terminally ill patients be allowed to end their lives via assisted suicide?

Yes

No

Other positions

How important is this to you?

Least Less Somewhat More Most

The Next section is [Environmental issues](#)

Simply Politics

4. Postcode Search

Simply Politics

Type in your town or postcode

5. Your Profile

Your local politicians

Sammy Wilson DUP
David Hilditch DUP
Roy Beggs UUP
Stuart Dickson Alliance

Show all >

Social issues

Same-sex Marriage Bill (1 December 2018) Read more >

Mental Capacity (Amendment) Bill (17 December 2018) Read more >

Social Benefits Reform Bill (17 December 2018) Read more >

National Security issues

Counter-Terrorism and Border Security Bill - Report (2nd Day) (15 December 2018) Read more >

Counter-Terrorism and Border Security Bill - Report (2nd Day) (15 December 2018) Read more >

Counter-Terrorism and Border Security Bill - Report (2nd Day) (15 December 2018) Read more >

Environmental issues

Foreign Policy issues

Your Profile **Bills and legislation** **Your Politicians** **Your Settings**

Simply Politics

6. Your Politicians

Back **Simply Politics**

Sammy Wilson - DUP MP for East Antrim

134 votes 456 votes

This politician makes a negative impact on the issues that matter to you.

DUP Sammy Wilson is a member of the Democratic Unionist Party See all >

Sammy Wilson has recently voted on:

Social issues

Social Benefits Reform Bill (15 December 2018) Read more >

Counter-Terrorism and Border Security Bill - Report (2nd Day) (15 December 2018) Read more >

Counter-Terrorism and Border Security Bill - Report (2nd Day) (15 December 2018) Read more >

National Security issues

Counter-Terrorism and Border Security Bill - Report (2nd Day) (15 December 2018) Read more >

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Counter-Terrorism and Border Security Bill - Report (2nd Day) (15 December 2018) Read more >

Environmental issues

Foreign Policy issues

Your Profile **Bills and legislation** **Your Politicians** **Your Settings**

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7. Legislation

Back **Simply Politics**

Mental Capacity (Amendment) Bill

18 Jan 2019 **Social issues**

1,052 votes 566 votes

This legislation has a positive impact on the issues that matter to you.

Reading Time 2 min 5 min

Mental Capacity (Amendment) Bill

This vote on this bill takes place on 18 Jan 2019

Overview

The purpose of the Mental Capacity (Amendment) Bill (HL) is to reform the process in the Mental Capacity Act 2005 (MCA) for authorising arrangements enabling the care or treatment of people who lack capacity to consent to the arrangements, which give rise to a deprivation of their liberty.

Policy Background

In 2014 the Government asked the Law Commission to review the Deprivation of Liberty Safeguards scheme ('DoLS') (contained in Schedules A1 and 1A to the MCA). The DoLS provide a process for authorising adults who lack capacity to consent to being accommodated in a hospital or care home for the purpose of care or treatment to be deprived of liberty if it is in their best interests.

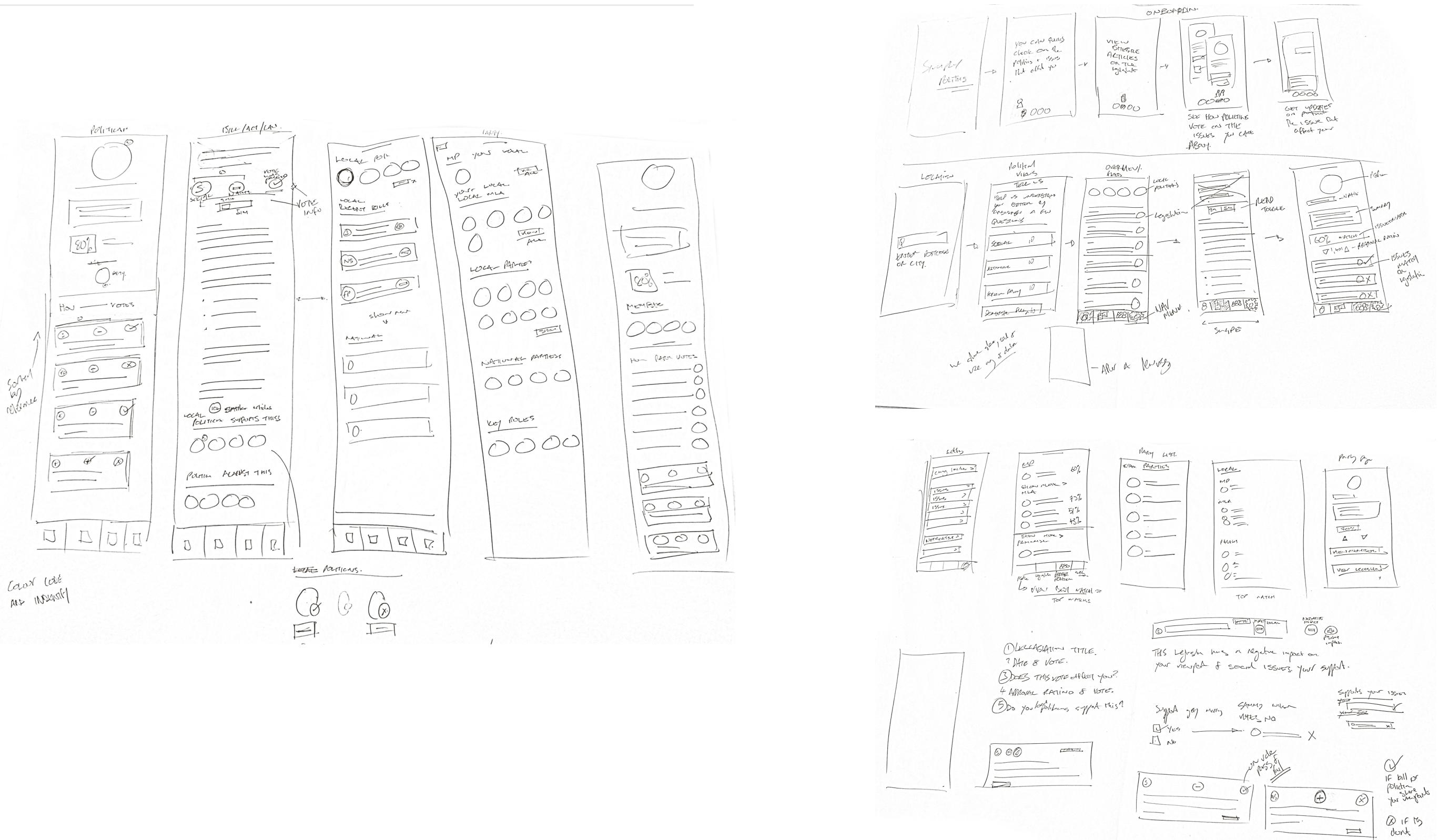
Who is voting on this bill?

Sammy Wilson DUP David Hilditch DUP Roy Beggs UUP Stuart Dickson Alliance See all >

Your Profile **Bills and legislation** **Your Politicians** **Your Settings**

Simply Politics

Sketches



Online Survey

An online survey was produced to gain insight into the thoughts and actions of potential voters, and what can be done to engage people more within the political process.

Question One:

Do you vote?

- Yes No

Question Two:

If Yes, What normally influences who you vote for?

- Who my friends and family vote for
 Politicians that support the issues that matter to me
 I vote for the same person every time, no matter what

Question Three:

If No, what stops you from voting?

- I don't trust politicians
 I feel my vote doesn't matter
 I don't understand the political process

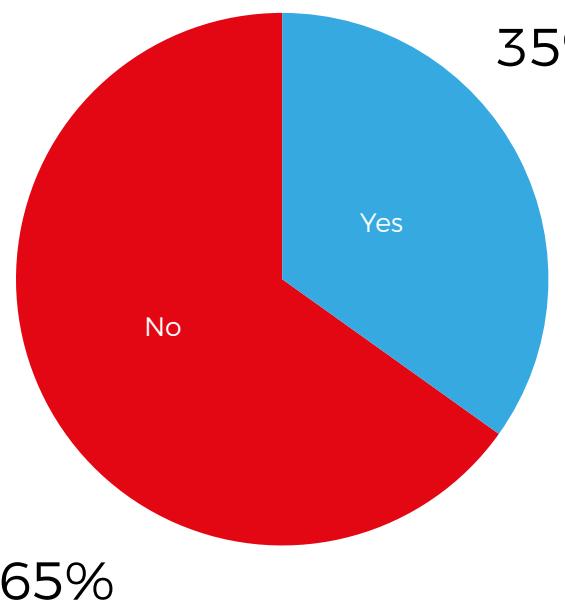
Question Four:

What would help you make decisions on who to vote for?

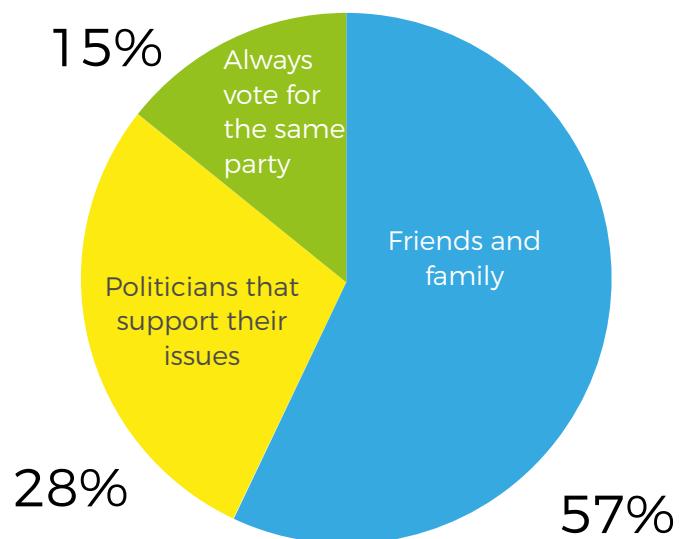
- Knowing which politicians and parties support the issues that matter to me
 A clear and simple way of understanding the bills and legislation being voted on
 A better understanding of the political process and how my vote can make a difference

Survey Results

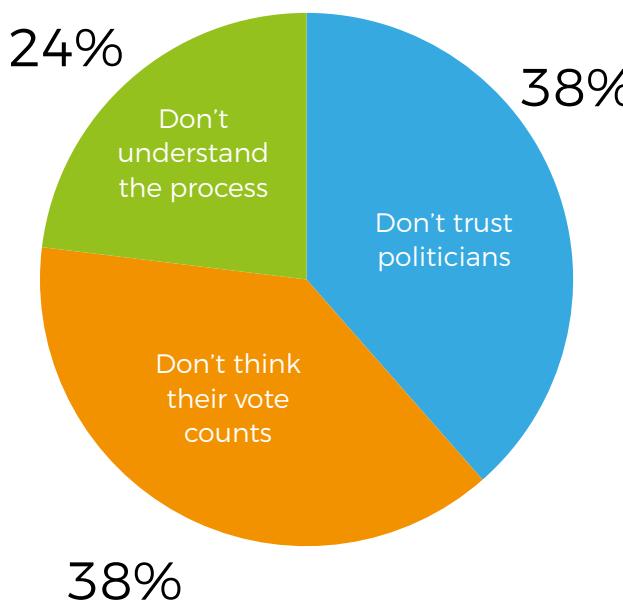
Question One:



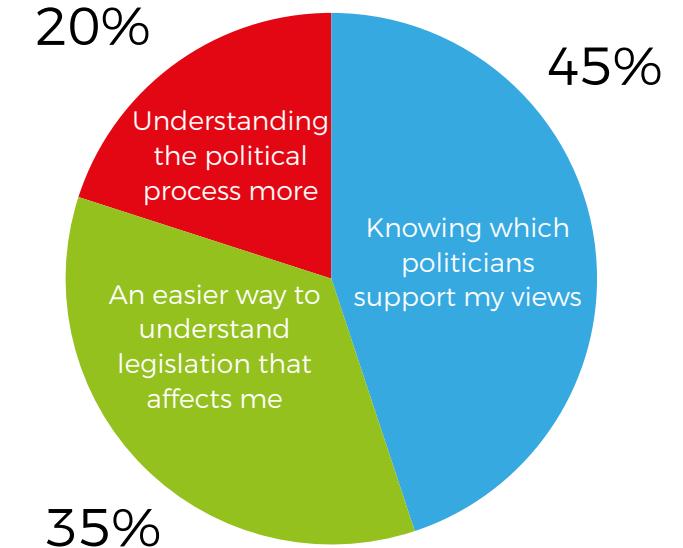
Question Two:



Question Three:



Question Four:



From the survey respondents, **two thirds** (65%) **did not vote**.

57% of respondents who did voted said they were **influenced by their friends and family**, while less than 1/3 of people surveyed voted for politicians that support the issues that matter to them.

Of those respondents that currently did not vote, there was a **40% split between not trusting politicians or thinking their vote doesn't count**. Only 1/4 of respondents said they didn't understand the political process.

Almost half of all respondents believe that if they knew a politician supported their views, **that would influence their decision**; while 1/3 of respondents would information about **legislation to be simpler and easier to understand**.

User Persona



About

Name: Michelle Jackson

Age: 19

Occupation: Student

Registered to vote: No

Goals

- Choosing the right politician to vote on the issues that matter to me
- Making my vote count and ensuring my issues are supported
- Understand more about the legislation that affects me

Motivations

- Finding a single source of reference for all my political questions
- Ensuring that the politician I vote for actually fights for my issues
- Understanding what all the political jargon means

Pain points

- Doesn't trust politicians
- Doesn't feel involved within the political process
- Too much political and legal jargon

“

I really don't like it when politicians say one thing, and then do another. Actions speak louder than words.

”

Device usage



Mobile device used most frequently



Computer literacy

