Educating College Students About Politics

Isabelle De Brabanter (id96), Prince Edouard (pse23), Logan Kahle (lqk3), Jide Nwosu (jn388), Nina Simpkins (ngs46), **202_U_02**

EDUCANDIDATE

BACKGROUND

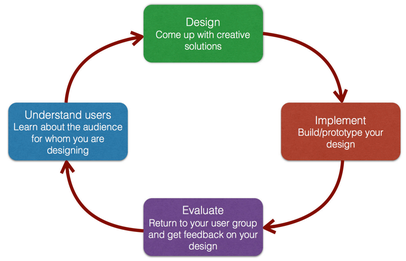
- Only 8.5% of eligible Cornell University students voted in the 2014 Midterm election
- 46.8% of eligible Cornell University students were registered to vote in the 2014 Midterm election (Information from Cornell Public Service Center)

PROJECT MOTIVATION

Our project was motivated by the political apathy and disinterest we saw on campus after the 2016 election. We brainstormed EduCandidate to engage college students in politics and inform them about candidates running in upcoming elections.

GOALS

- Educate, inspire and engage college students to become politically literate and active
- Facilitate understanding of voter registration process
- Provide information about candidates and their policies



USERS

CONTEXTUAL INTERVIEW

Our interview process was designed to determine what college students want the most from a politically oriented platform. We interviewed students involved with political organizations on campus since they would have the richest insights. We asked background questions, “deeper dive” questions about political activity and concluding questions about existing political tech habits.

AFFINITY DIAGRAM

Our affinity diagram shows that our users were interested in politics but did not have the depth or breadth of information necessary to feel literate at the polls. Our users identified the many problems associated with voting. A platform would assist in the bureaucratic process of registering to vote and would be helpful for them to be politically active and engaged.

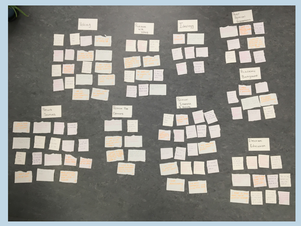


Figure 1: Affinity Diagram

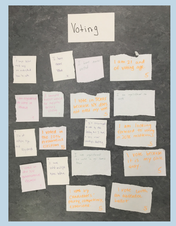


Figure 2: Diagram Closeup

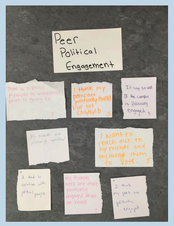


Figure 3: Diagram Closeup

DESIGN

PAPER PROTOTYPE

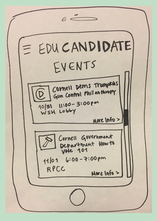


Figure 1: Events

- Features from contextual interviews (mobile application)
- Voter Registration education
- Friend Feed to promote peer engagement

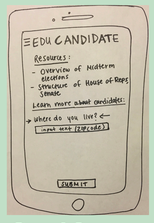
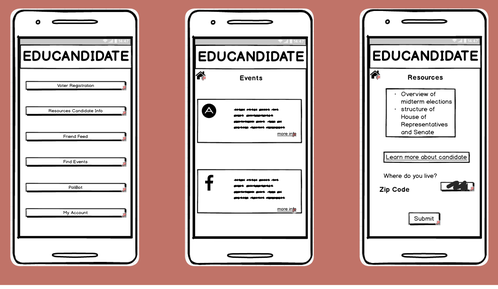


Figure 2: Resources

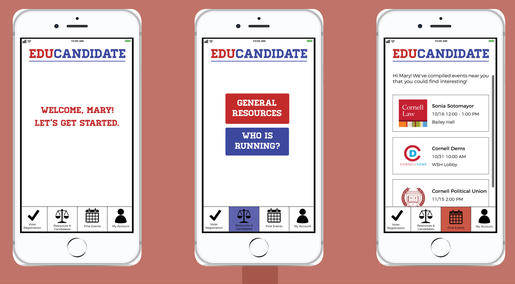
DESIGN PROCESS TIMELINE

IMPLEMENT

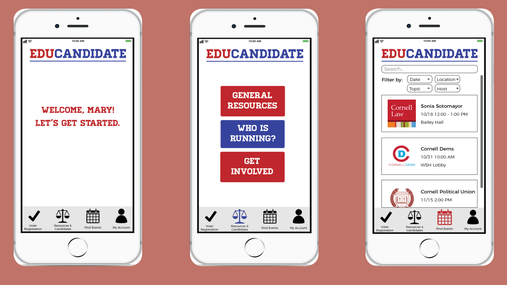
STAGE 1: LOW-FIDELITY



STAGE 2: HIGH-FIDELITY



STAGE 3: ITERATION



EVALUATE

HEURISTIC EVALUATION

We ran a design evaluation using Nielsen’s heuristics on our Low-Fidelity Balsamiq prototype. The violations ranged from cosmetic to catastrophic. We ultimately decided to remove the Friend Feed and the ChatBot features and simplify the logic of the Voter Registration page.

KEY FINDINGS

Initial Interview: Students want to see candidate and opponent information side-by-side --> implement a comparison page

Paper Prototype: Re-inputting address information is redundant --> autopopulate fields based on profile information

Heuristic Evaluation: Friend Feed and ChatBot were too rudimentary --> removed them from the app’s functionality

USABILITY TESTING

We created several tasks for a user to interact with our High-Fidelity prototype. Five politically engaged students were asked to complete tasks ranging from creating an account to finding information about a political event. These tests informed our final iteration.