

## User Research Protocol

**Target audience** – anyone generally interested in presidential campaign / primary season – but lacks background/experience/knowledge on how the primary process works in the early states

**Approach identifying representatives to interview** - *I think I can safely say anyone at Heinz, a policy school, has some interest in electoral politics but won't be "experts" about Iowa. I want to be sure to interview individuals outside our class, as I need someone without any background in data visualization and can generally represent the layperson target audience.*

Target audience – screening questions

- (1) Are you generally interested in electoral politics? Are you paying attention to the 2020 race?
- (2) What do you know about the early primary states? (Don't mention Iowa)

Interview process – present wireframes/storyboards without context. Start to ask about \*generally\* what they understand about the story I'm trying to tell

- (3) Recount to me about what you understood from this story outline
- (4) What did you like? What did you not like?

*Review each visualization individually*

- (5, 6, 7, 8) What is the first thing you notice? General observations? What conclusion do you draw here? Any suggestions to make it better

(Part 1)



NOTE/FIX: Make dots bigger if possible?

Iowa: "Too White, Too Old, Too Rural"?

There are significant differences in demographics between Iowa and the US overall

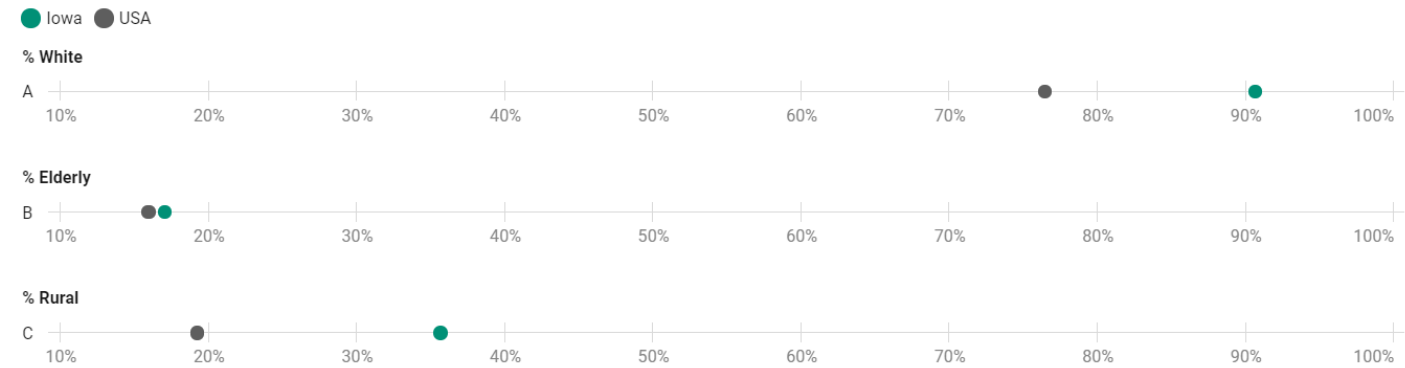
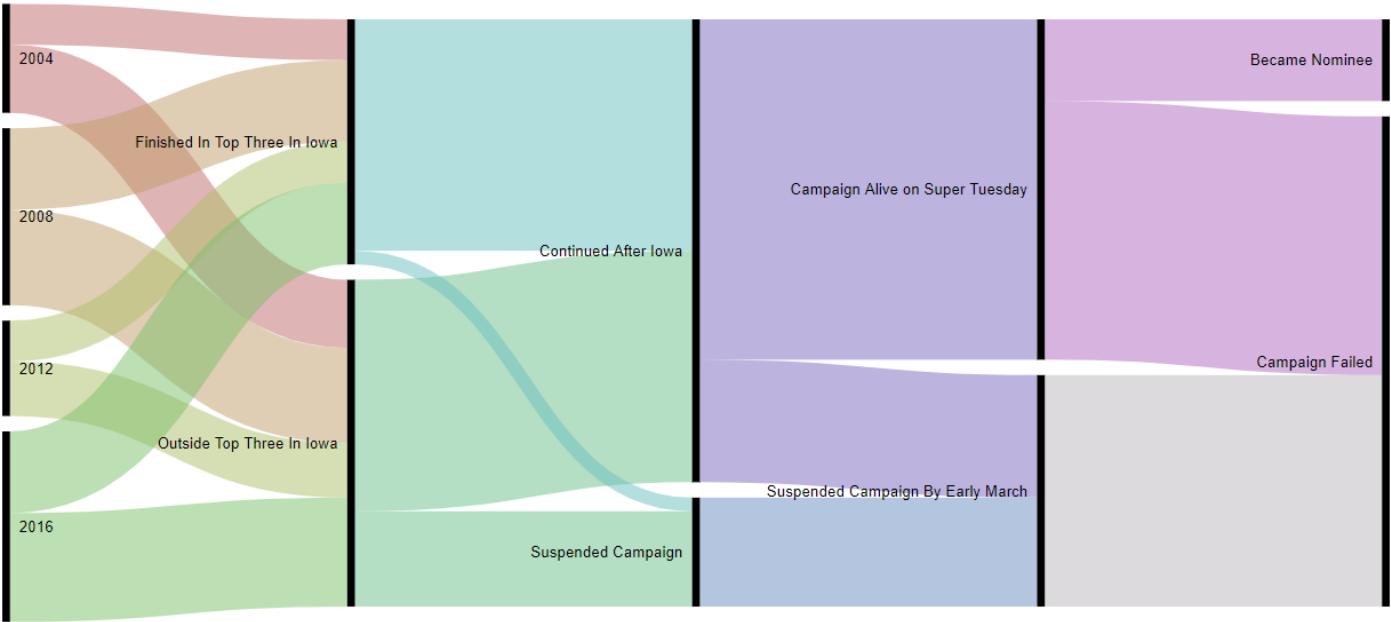


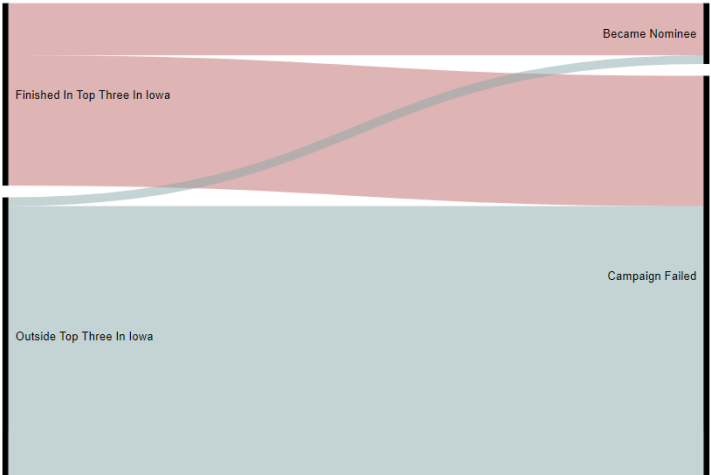
Chart: Jeff Pflanz • Source: [US Census](#), [Iowa Data Center](#) • [Get the data](#)

(Part 2)

NOTE/FIX: Insert the “simpler” fluvial diagram



NOTE/FIX: Infographic instead of below





## A Crowded Field

2019 Democratic Presidential Candidates, Ordered By Support Of Likely Caucus Attendees  
(Poll: Iowa Voter Survey - Iowa State University - September 13-17, 2019)



## Three Tickets Out

Warren, Biden, & Sanders are currently positioned for a strong showing in Iowa  
(Poll: Iowa Voter Survey - Iowa State University - September 13-17, 2019)



((Call to Action // It's Not Too Late ))

## Around 25% Up For Grabs

Caucus-goers will have to choose another candidate if they don't rally 15% support

(Poll: Iowa Voter Survey - Iowa State University - September 13-17, 2019)



NOTE/FIX: Insert new viz #2 (poll : “second choice” )

NOTE/FIX: Add 2008 at end of axis. HIGHLIGHT October timeframe (“It’s not too late “). Cleanup axes

### Obama's Steady Ascent

Polls show how a strong focus on Iowa eventually paid off

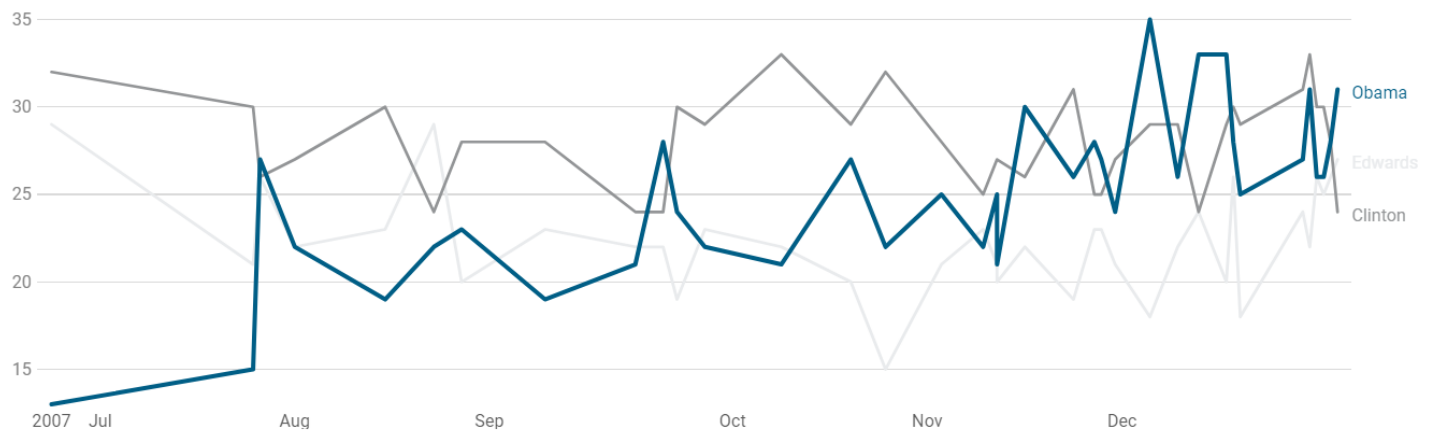


Chart: Jeffrey Pflan • Source: [Real Clear Politics, 2008](#) • [Get the data](#)



## Storyboard Draft (Hero's Journey)

Proposed Outline: (Critiqued after going through visualizations, asking if they understood the structure of my presentation immediately without first seeing my outline below)

1. Setting the stage – Iowa Caucus first in nation – however, Iowa not a great state to represent the demographics/diversity/positions of the rest of the USA
2. Iowa winnows the field. Finishing in the top three is historically crucial to win the nomination
3. ...but the winner of Iowa often does not win the nomination
4. Looking at the Democratic field today and looking ahead to Iowa
  - a. Acknowledge it's a crowded field and voters have many options
  - b. Highlight the top three candidates (as of right now)
5. It's not over yet –
  - a. Note the "opportunity" – people who back candidates with low support (many <5%) will have to move to another candidate (their second choice). Winning the "second choice" preference is important
  - b. Note where Obama was in October – candidates leading polls now won't necessarily win Iowa

### Key lessons:

- 1) It's a bit unfair / unusual Iowa gets to be the state to winnow the field
- 2) Finishing in the top three in Iowa is crucial
- 3) Educate about interesting Iowa Caucus rules (need 15% support at grassroots level, otherwise it's your second choice)

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### Potential additions after feedback

- Add second choice data / visualization
- Infographics? Replace (too many) fluvial diagrams
- Photos of candidates???
- Ensure context/timeframe displayed prominently
- In first/history section, include how Iowa turnout/participation rate compares to other primaries?