

A Storytelling Platform for The League of Women Voters

Intuitive storytelling template with redesigned homepage to showcase impactful stories.



The brief

The League of Women Voters is an American civic organization formed to help women take a larger role in public affairs after they won the right to vote. The client wants to **engage larger audiences**, in particular **younger audiences**, who are attracted to a more visual interface with a social media format of content consumption. The client tasked us with proposing how to redesign their digital platform to better tell stories for a younger demographic

Team & duration

2-week sprint

- Aledria Cooper
- Gordon Ching
- Daisha Paz

The author

Daisha Paz, UX Research, conducted user research, design strategy, and producing this project summary report.

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The problem

The need to create a storytelling platform that will bring interest, membership, and engagement to the League of Women Voters.

Being a member driven organization, showcasing stories to further interest in league membership and drawing more attention to its causes was key. I collaborated with my teammate on competitive research and the archetypes.

Approach

It was important for us to understand why and how users engaged in experiences that required trust or being bipartisan. To understand this, I did comparative research, conducted user interviews, contextual inquiries, feature prioritization, paper sketches, user journeys, and the usability testing on our prototypes and mockups. We did the site analysis, the expert interviews and the impressive Hi Fi mockups. From this research we came to three important conclusions we felt would help us achieve our goals:

1. **When people connect to a story they are more likely to engage.**
2. **People are more likely to share a story to which they can relate.**
3. **A template could help produce more stories and content for their causes.**

Tools

- Sketch
- Keynote

Methods

- Research
- Site analysis
- Competitive & Comparative research
- User interviews
- Expert interviews
- Contextual inquiry
- Archetypes

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Research and interviews

The LWV wants to grow their local chapters by recruiting more members, and turn a spotlight on the issues they were working on. The League's plan to use stories would generate the attention it would like.

User interviews and research indicated that listening to stories told by ordinary people creates a deeper connection with the issues.

6 user interviews:

- 3x Politically active (have attended political events)
- 3x Politically passive (not attended political events)

2 experts:

- Former Hillary for America product designer
- Attorney and civic activist in San Francisco

Our team saw an opportunity to develop a digital template that would assist league members with adding stories to their website. The template should be intuitive so that any qualified member could use it with assistance.

Member contribution and supporters likeliness to share or engage with issues is based heavily on the trustworthy nature of the story and the connections they felt with the story.

Keeping those takeaway in mind, we reflected Aristotle's the modes of persuasion ethos (credibility), pathos (emotion), and logos (logic) to breakdown what makes a good story, then use those finding to guide our content strategy and model our information architecture.



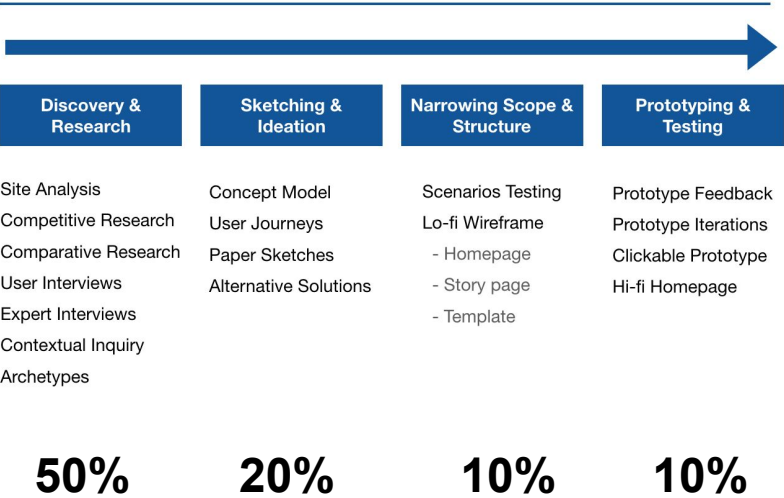
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Design process

This section outlines the process and methods we used to help the League of Women Voters with the template.

The process behind our design

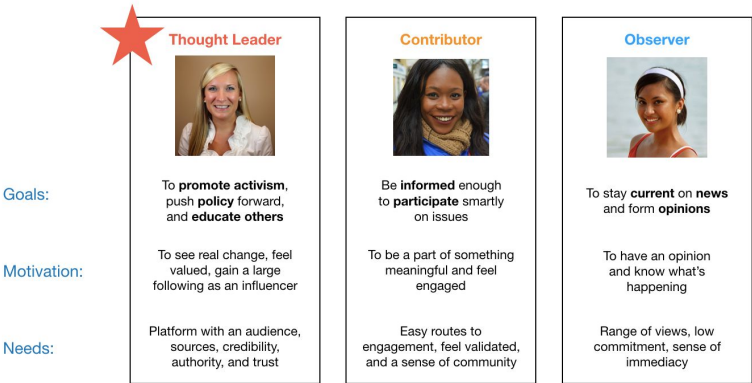


User personas

After we synthesized the data we had we were about to create archetypes. Through these archetypes we identified the "Thought Leader" as the primary target audience for our digital storytelling solution.

We established that this type of user would benefit the most due to the amount of time they spent on the website. They would more likely create the content and stories what would promote the engagement the LWV was hoping for

Who we are building for



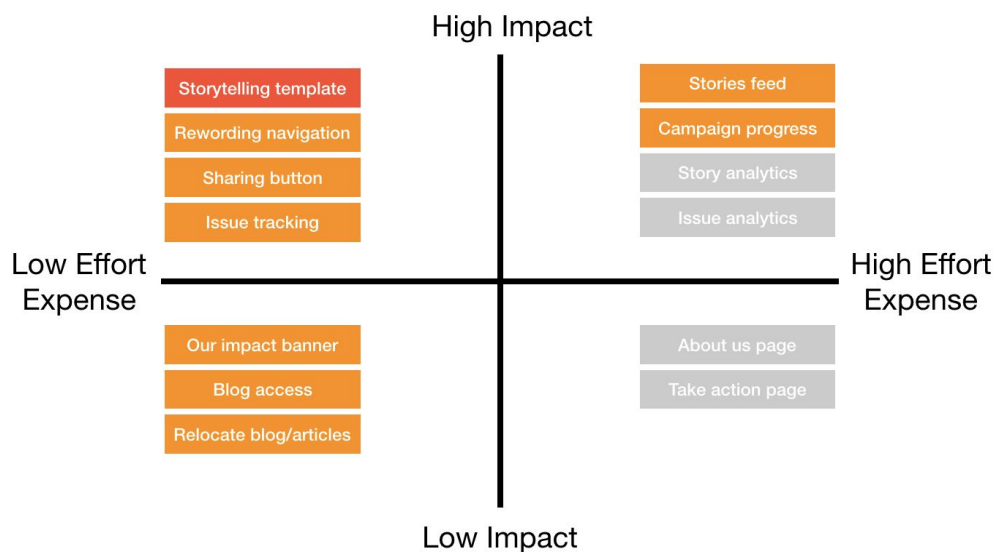
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Prioritizing features

It was important that we narrow down what our focus was. Once we were able to establish who we were designing for and reflecting on the data collected we were about to find what areas would yield the best results.

The team agreed that the storytelling template clearly would have the highest impact.



Detailed design deliverables

Storytelling template

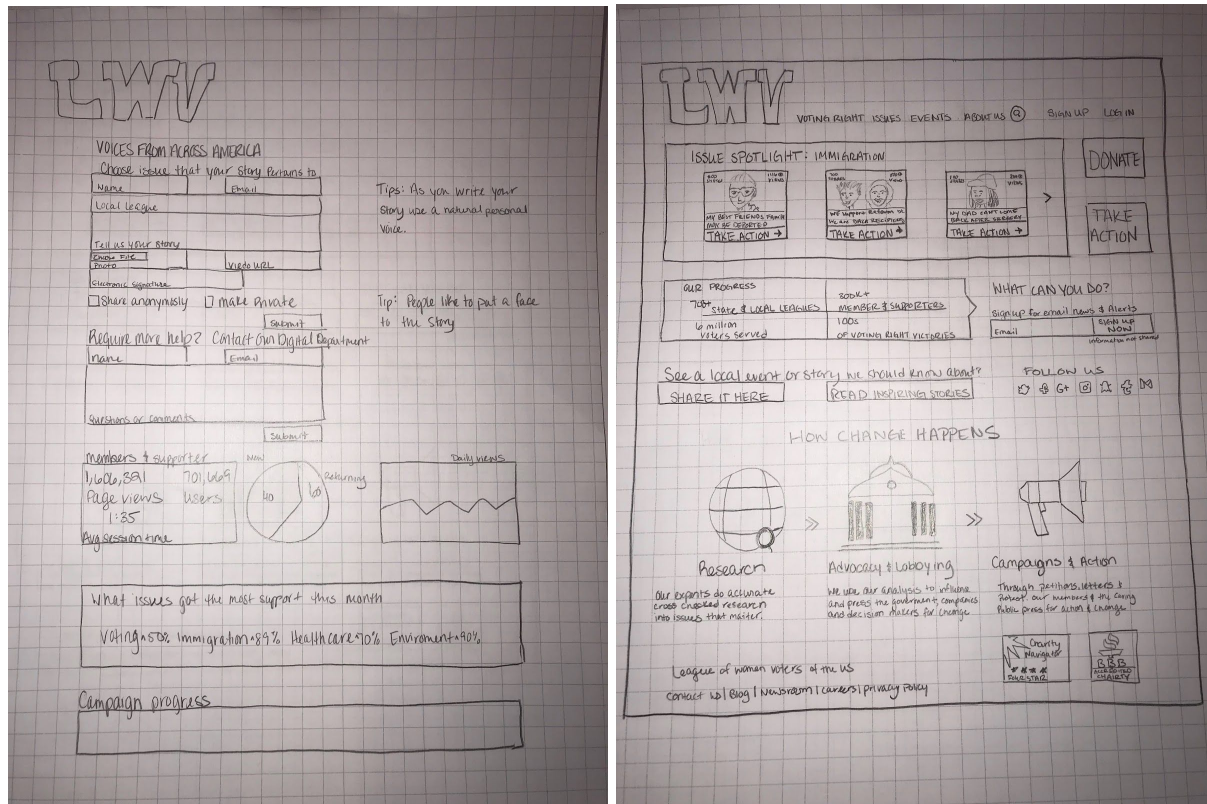
We designed a template that had simple instructions that would help a navigate the user to the next prompt. When designing the user template it was important for us to be able to design something that intuitive and seamless. It was crucial that it be something that someone at any level of tech could use without assistance.

We also gave the user the option to view what others had posted for inspiration. In the event that they should still require more assistance, we also included a contact us button that would send us an email to further assist anyone in need of instruction.

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Sketches

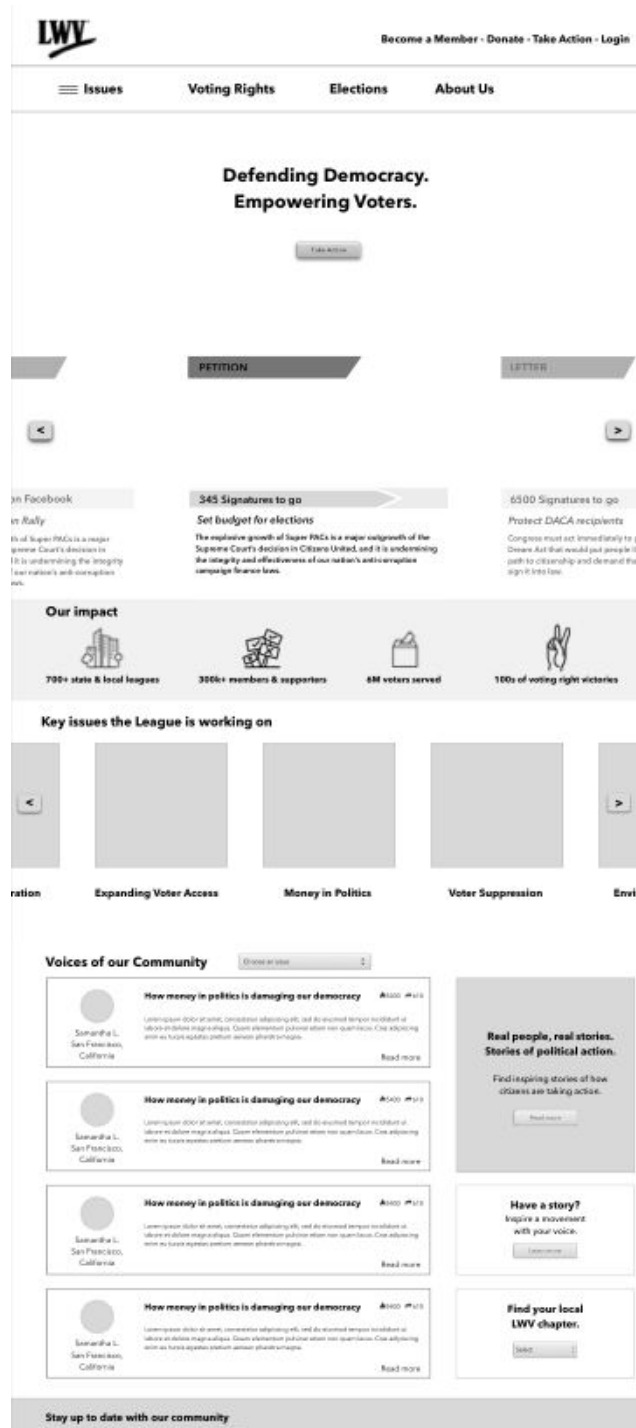


Presentation - Another important aspect of the storytelling ecosystem was how the story was presented. The homepage that the LWV had was not one that was conducive for the showcasing the stories to get optimal views and further the cause.

Redesigned website prototype - We felt it was important to show the league that with a simple redesign that we would be able to help with get their stories front and center. They would get more people to view the stories, gain more interest in the issues, and motivate their current member and possibly spur more engagement. We also felt it was important to show what the possible stories would look like in a timeline format and include a stories page to show what a story page would look like once a story was published.

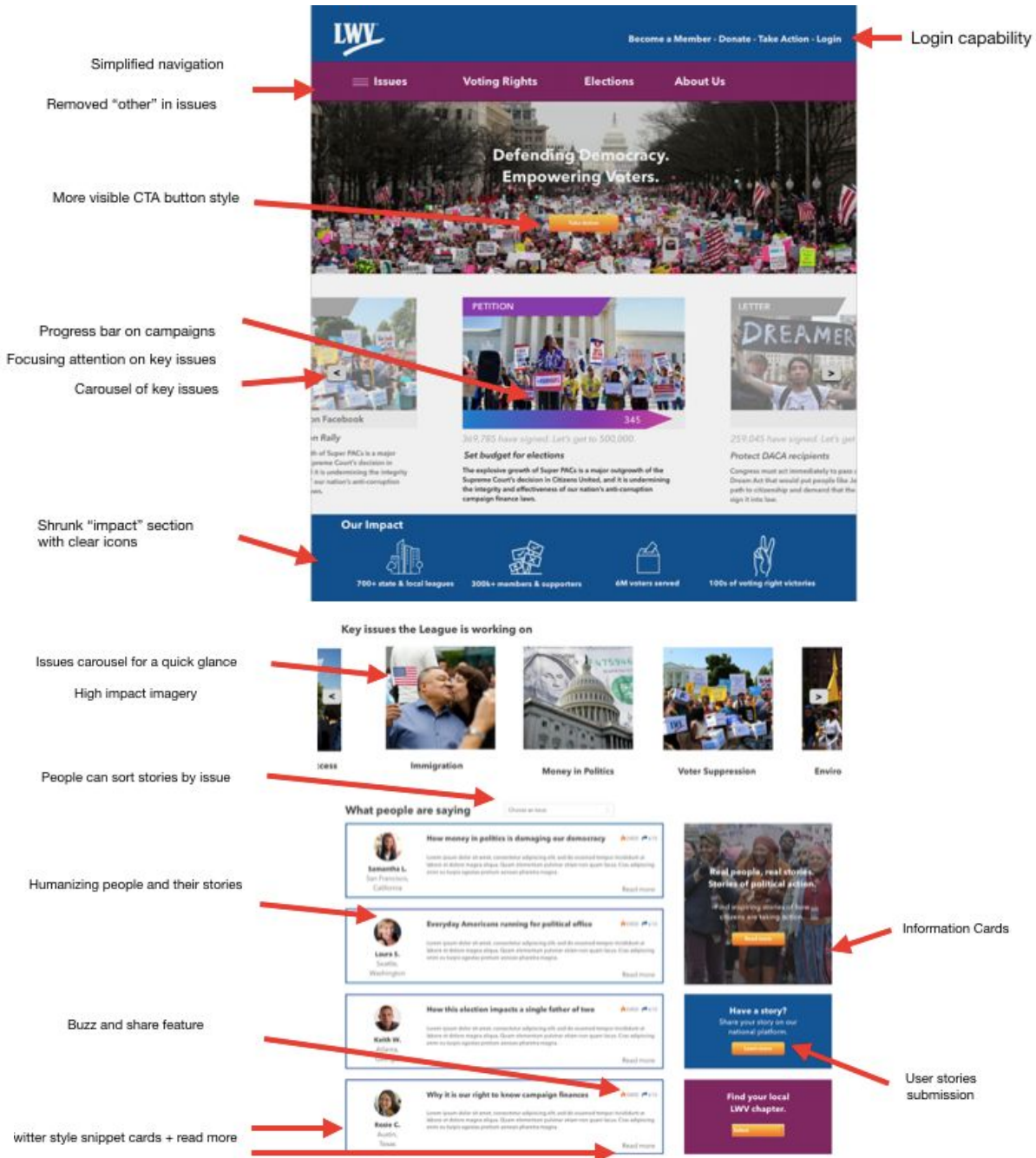
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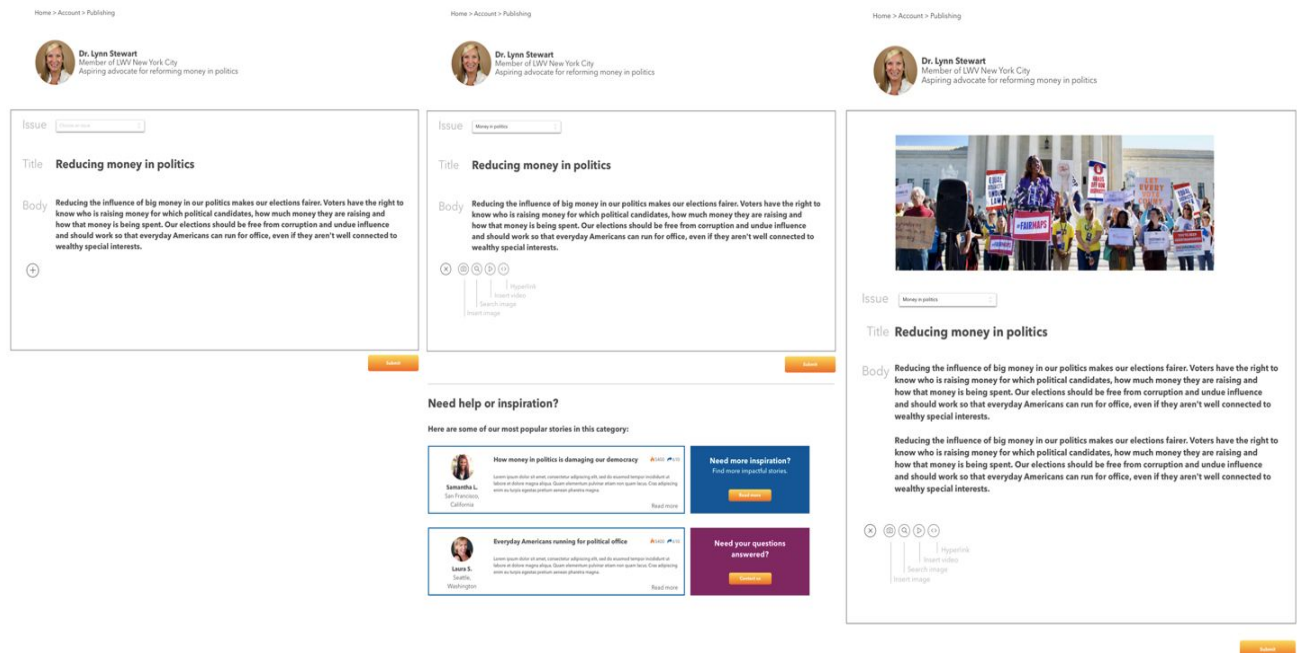
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Publishing a member story



When a user scrolls down the template it's meant to be intuitive. The stories on the page are not just rehashing the same story repeatedly. This is essential in keeping people engaged. We try to capture as many angles of impact as possible to keep the content neutral. Clean, clear information that is effective in getting the message across.

What we learned

Our team was a bit puzzled on the best approach for this project. We did a lot of talking and white boarding before we found the best way to move forward. Many ideas were pitched as to what would be the best way to help the league with the request. While we did end up redesigning the website, we ultimately decided the best thing for the storytelling platform. Sometimes it's important to take a step back and make sure you are actually building what you need to build.

Upon completion of our work, I concluded that our team was strong due to what each of us brought to the table. Everyone played a crucial role in the success of our project. The combination of our UX talents were showcased in different ways throughout the project. Through research, concepts, and design we were able to present the league with a comprehensive template and a possible way for showcasing the stories should they want assistance with changing their site.