Representative Finder Desktop

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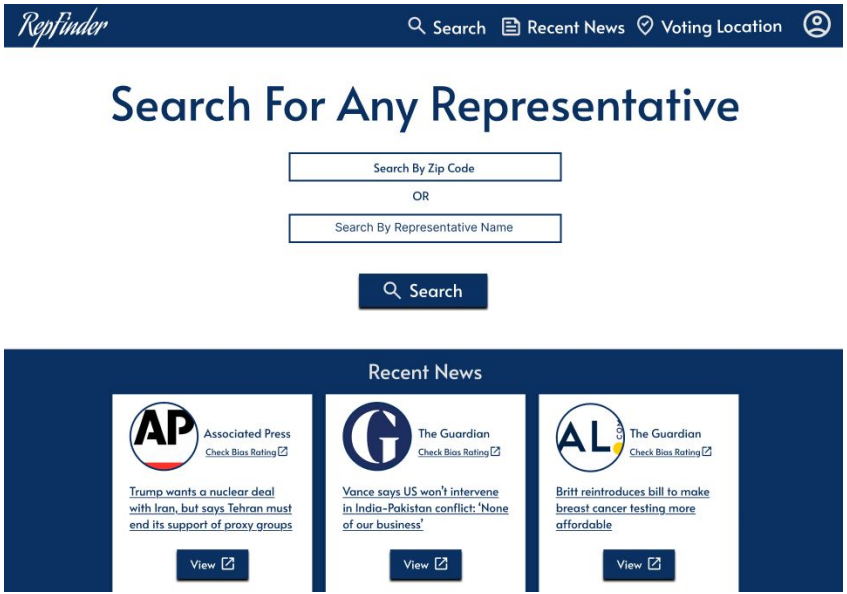
Project overview

The product:

This website makes finding who represents you in government extremely easy. It also allows users to easily research representatives to learn more about their political stance.

Project duration:

March 2025 - May 2025



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Project overview

The problem:

Users often don’t know who represents them in government.

Users often do not know if their representative reflects their personal view.

The goal:

To allow users to find who represents them easily, as well as find information and recent news on a representative.

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Project overview

My role:

Lead UX Designer

Responsibilities:

UX Research UX Design, UX Strategy, wireframing, prototyping

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary

During user research, I thought most users would be interested in learning about their current representatives. I discovered that many users wanted to not only use the website to search and learn about current representatives, but also candidates for that are going to be in the upcoming elections. Knowing this information, I knew I had to design my website around the frustrations users feel when researching candidates during election season.

User research: pain points

1

The Bias of Media

Users find researching candidates frustrating due to the biased nature of many news sources. Knowing this, I will include a “recent news” section with different news source options.

2

Local Candidates

Users find it difficult to research local candidates through current representative finder websites. I will design my app centered around local communities.

3

Contacting Representatives

Users find it difficult to locate representatives contact information. I will focus on making that easily accessible in my app by providing a clear link to their website.

4

Research Policies

Users want an easy way to find representative’s policies. I will design a function that allows users to look over the representatives policies.

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Persona: **John**

Problem statement:

John is a male
who needs text and
icons to be easily reabile
because he has a
learning disability that
causes him to read slow..

John

Age: 21
Education: College
Hometown: Mobile AL
Family: Middle Child
Occupation: Student

"If Auburn was any good, I would be happy"

Goals

- "I want to find information on my representatives."

Frustrations

- "It's always impossible for me to understand the information."

John grew up with Neurofibromatosis I, which left him with a learning disability that causes him to read and learn slower.John is also passionate about football. John is very interested in politics, and wants to learn more about his representatives, but finds that researching information is hard for him. He wants an app that provides him the information he needs that is easy to understand.

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User journey map

Must make it easy for users to research and find the candidate that best aligns with their personal beliefs. It is vitally important that this information stays bias-free.

ACTION	Set personal belief preferences	Select level of government (State, federal, local)	Select a candidate	Review information on candidate as well as their past voting patterns	FInd when the next election is, and where to vote
TASK LIST	Tasks A. Discover beliefs that are most important. B. Take political test C. Enter information on app	Tasks A. Decide which level requires research B. Select which level of congress C. Enter information in app	Tasks A. Find a candidate B. Select the candidate C. Press 'next'	Tasks A. Review information on current elected official B. Compare between other candidates in the race C. Choose a candidate	Tasks A. Find election information B. Research polling place C. Vote
FEELING ADJECTIVE	Confused, anxious	Confused, intimated	Hopeful, intimated	Hopeful, proud, sad, anxious, confused	Anxious, excited
IMPROVEMENT OPPORTUNITIES	Allow users to select between a simple or advanced selection based on knowledge	Allow people to easily see top elected officials, such as POTUS, VP, etc	Give basic information, such as party, before the user clicks on them.	Create a "comparison" option, which allows users to easily compare candidates	Allow users to input zip code so accurate voting information will be displayed.

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Starting the design

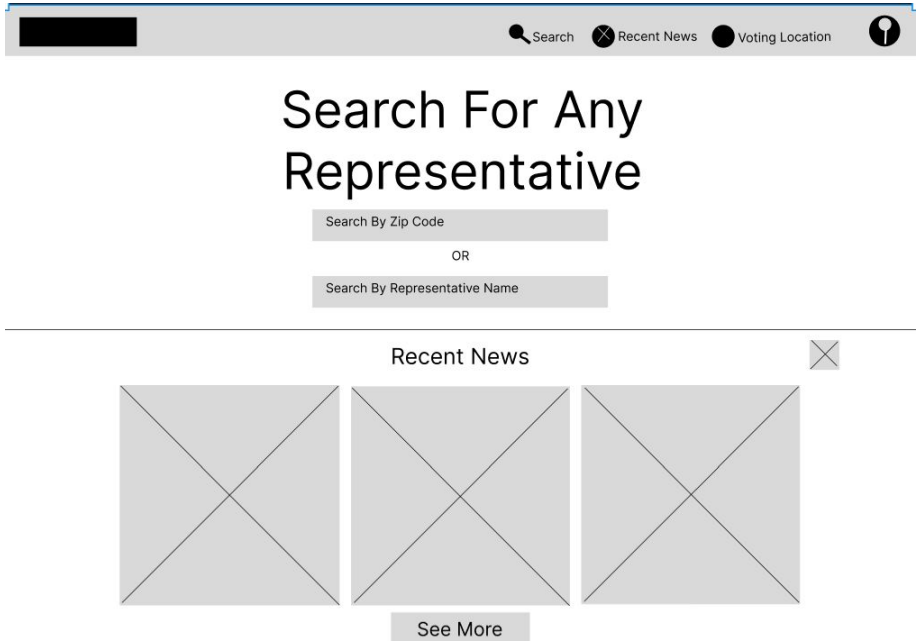
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain-points. For the home screen, I prioritized a quick and easy way to search for representatives.

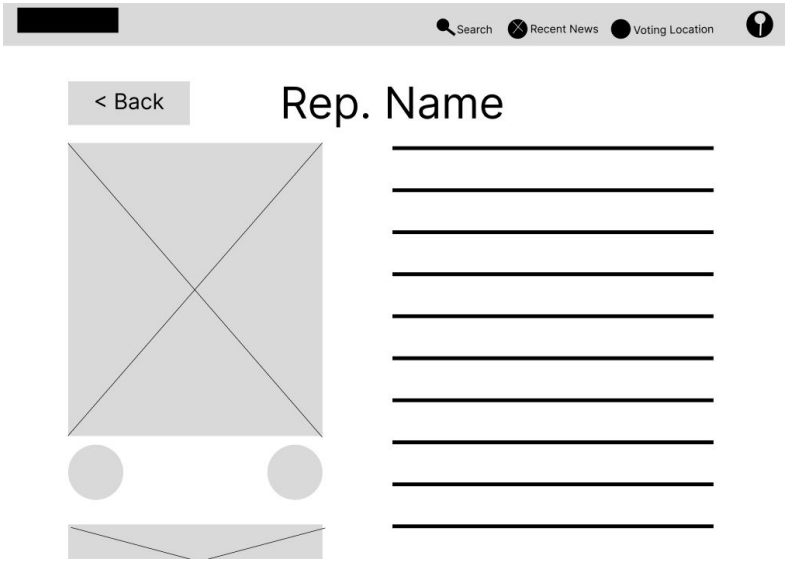
Digital wireframes

As the initial design phase continued, I made sure to build the basic design based on user research. The desktop version allows the user to have multiple ways to search, including by zip code or representative name, and also integrates "Recent News" and "Find Voting Location" directly on the home screen. The results screen also allows users to easily switch between viewing local, state, and federal representatives, addressing the need for better searching compared to scrolling



Digital wireframes

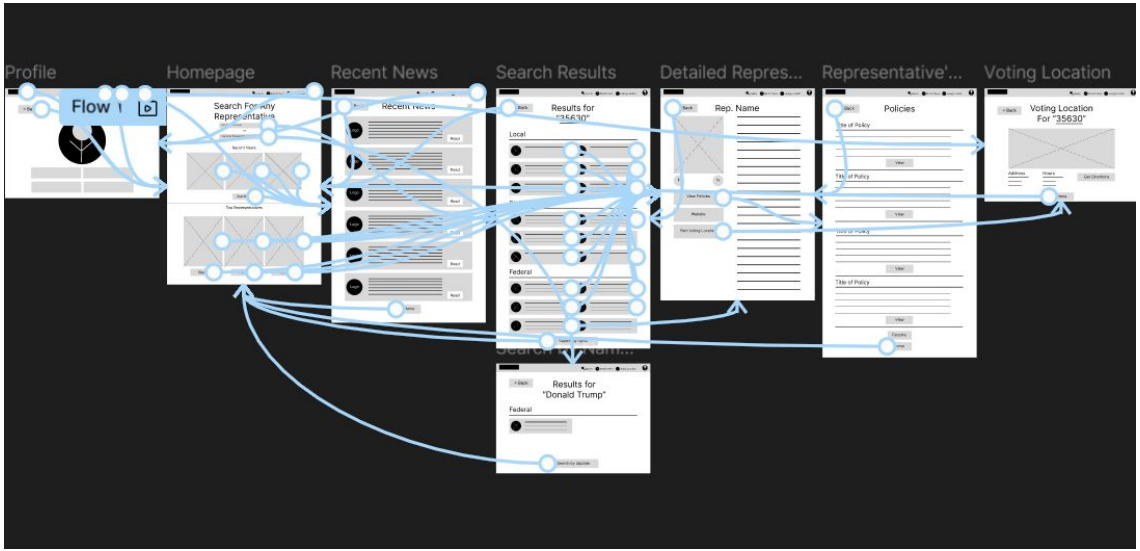
Here, I built the basic layout of the design by ensuring the user's thoughts were first.



Low-fidelity prototype

Starting from the homepage, the user makes their way to the results page after searching. Then, the user views voting records and finds there voting location.

View prototype here.



Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

1. Users need “recent news” to be tailored to local representatives
2. Users need the zip code search function to be prioritized

Round 2 findings

1. Users need “recent news” to have a filter option.
2. Users need a way to be notified about news on representatives.
3. Users need result options to be more clearly clickable.

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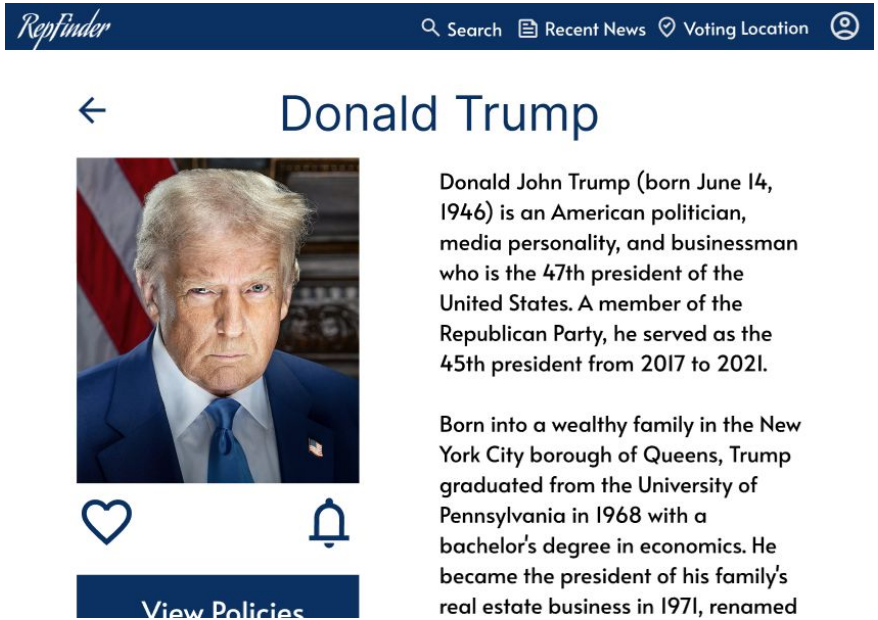
Refining the design

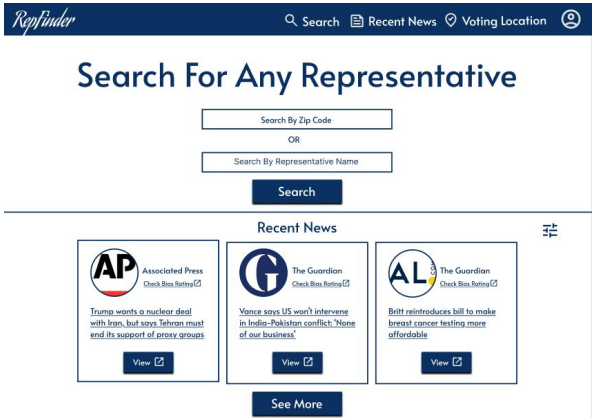
- Mockups
- High-fidelity prototype
- Accessibility

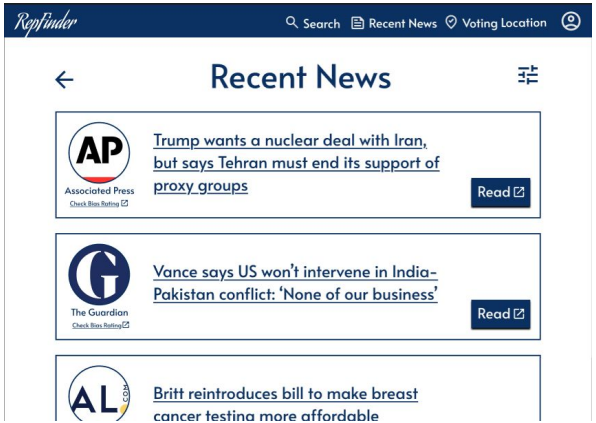
Mockups

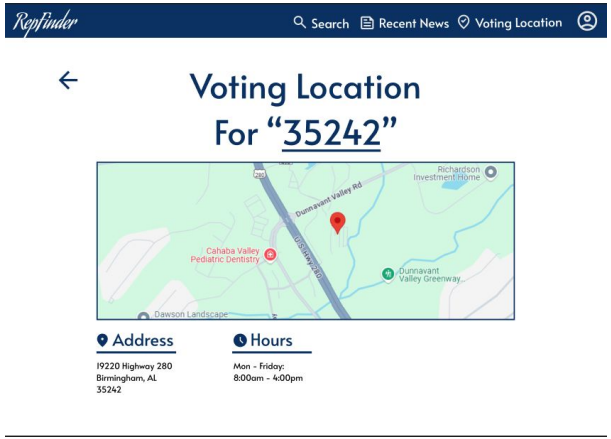
Before the usability study, the heart icon and the notification icon were added so users can keep up with their favorite candidates. After the usability study, the color was adjusted to best fit the WGAG and the USA theme. The "Recent News" section was revamped to include a filter option, as requested by users, and "View" buttons were added for easier navigation to news articles. The results screen also now clearly presents local, state, and federal representatives, making navigation between these categories more intuitive.



Mockups


Repfinder
Search
Recent News
Voting Location
Search For Any Representative
Search By Zip Code
OR
Search By Representative Name
Search
Recent News
Associated Press
Check Bias Rating
Trump wants a nuclear deal with Iran, but says Tehran must end its support of proxy groups
View
The Guardian
Check Bias Rating
Vance says US won't intervene in India-Pakistan conflict: 'None of our business'
View
The Guardian
Check Bias Rating
Britt reintroduces bill to make breast cancer testing more affordable
View
See More


Repfinder
Search
Recent News
Voting Location
Recent News
Associated Press
Check Bias Rating
Trump wants a nuclear deal with Iran, but says Tehran must end its support of proxy groups
Read
The Guardian
Check Bias Rating
Vance says US won't intervene in India-Pakistan conflict: 'None of our business'
Read
Britt reintroduces bill to make breast cancer testing more affordable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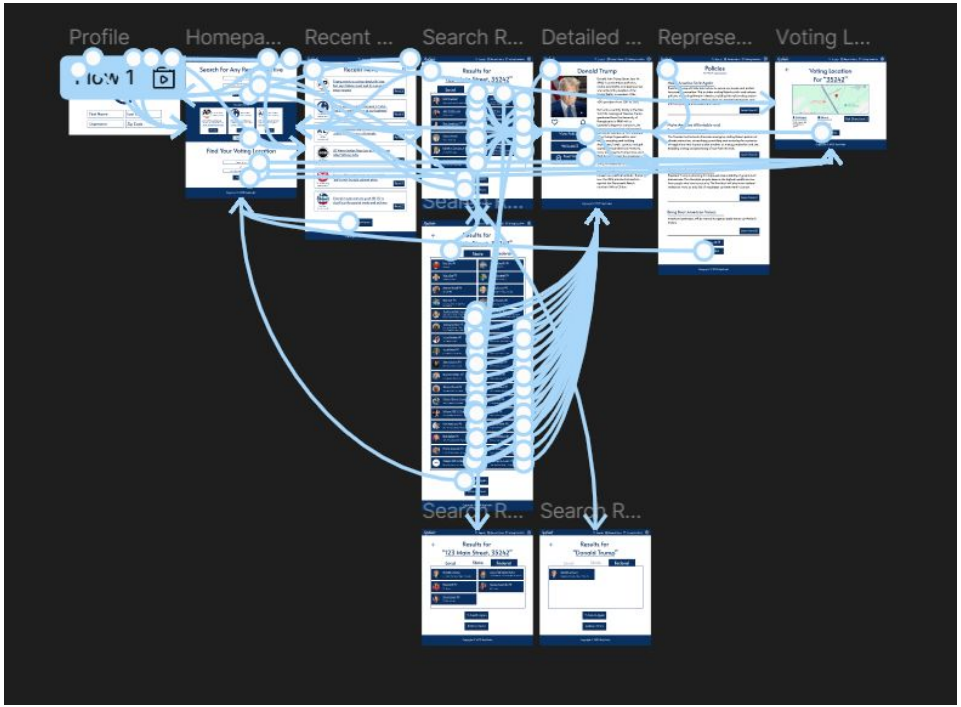
Search
Recent News
Voting Location
Voting Location
For "35242"
Richardson Investment Home
Dunnavant Valley Rd
Cahaba Valley Pediatric Dentistry
Dunnavant Valley Greenway
Dawson Landscape
Address
19220 Highway 280
Birmingham, AL
35242
Hours
Mon - Friday:
8:00am - 4:00pm

High-fidelity prototype

View Prototype [here]



Accessibility considerations

1

In the first mockup, the color of the design did not satisfy the WCAG and did not fit with the USA theme. So, the color was changed to be USA blue, and it meets the WCAG contrast criteria.

2

Buttons and icons are designed to be super visible and simple, so people with disabilities can effectively use the site.

3

The website provides multiple ways to search, so people who can't type very well can still search for their representatives.

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Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

Many people who provided feedback on my designs exclaimed the need for an app like this, especially during election season. Many people also find it important to know who represents you in government, and having that information easily accessible is extremely important.

What I learned:

I learned to not be afraid of negative feedback. It is extremely beneficial, and can only help you if the criticism comes from a good place. I also learned many tricks with Figma, and I am now comfortable using it.

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Next steps

1

I would like to find a developer that would help me turn this app into a reality.

2

I want to continue iterating on this project, and possibly add more features.

3

By improving this project, I would like to continue getting experience with the design process and become more comfortable with it.

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Let’s connect!

Feel free to reach out to me to see more of my work!

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