

# Initial Customer Meeting

#usc/csci510a

## Identifying key stakeholders

- Stakeholders
  - Grassroots campaigns
  - Field directors
  - Campaign managers
- Problem trying to solve
  - Voter turnout is very low for Presidential elections
  - Even lower for other elections
  - Trying to increase voter turnout
  - High-quality, face-to-face conversations leads to 20% higher voter turnout
- Smaller campaign challenges
  - Fewer financial resources
  - Fewer volunteer resources
  - Less technologically-savvy
  - Two key questions:
    - Where are the voters I want to talk to located within my district?
    - How can I best get volunteers to their doors?
  - Increased efficiency in these areas leads to more time spent having those face-to-face conversations
- Who are the stakeholders?
  - Isaac Wang (CEO), currently running a political campaign (running for city council in San Diego)
  - 3200+ counties in the U.S. who *could* use this tool
    - Like teachers who want to run for school boards, but don't have the technical expertise required
  - Isaac/Nikolaj/Evan are the three *key* stakeholders (vs. the user base)

## Client expectations

- Turf cutters
- Given geographic area full of voters, group them into subsets that can be effectively visited by volunteers
- Lots of time has to go into turf cutting (esp. for small, local campaigns)
- Create a better algorithm for determining subsets of voters to visit, to feed into route

planning software

- Given number of volunteers, time available, walking vs. driving, and some turf, automatically cut the turf into sections
- Really interested in developing an algorithm (MVP) for turf cutting, not too focused on the visualization (but a visualization will probably need to be written)
- Output voters as a map that can be fed into superseding application

## Post class

- Precincts are atomic units (they all have the exact same ballots)
- Districts can overlap, however
- Turf cutting *could* overlap precincts (e.g. district level)
- Each precinct has a single polling location (usually)
- Turf cutting within a specific precinct is recommended, so you don't accidentally send voters to the wrong polling place