

Data Driven Design

Testing in Practice at Obama for America



WHO WE ARE

Josh Higgins
Creative Director

- Thirteen years in the industry
- AIGA San Diego Board of Directors
- Founder of The Haiti Poster Project, and the So-Cal Poster Project
- Founder of Phonography



Daniel Ryan
Director of Front-end Development

- Previously a freelance developer
- Started developing in 1998
- Advisor to 48 Hour Launch
- Mentor at Create-a-thon on Campus
- Advertising & Branding Chair for YPAC

A CAMPAIGN DOES THREE THINGS

- Fundraise
- Persuade potential voters
- Get voters to the polls

FUNDRAISING: DATA DRIVEN

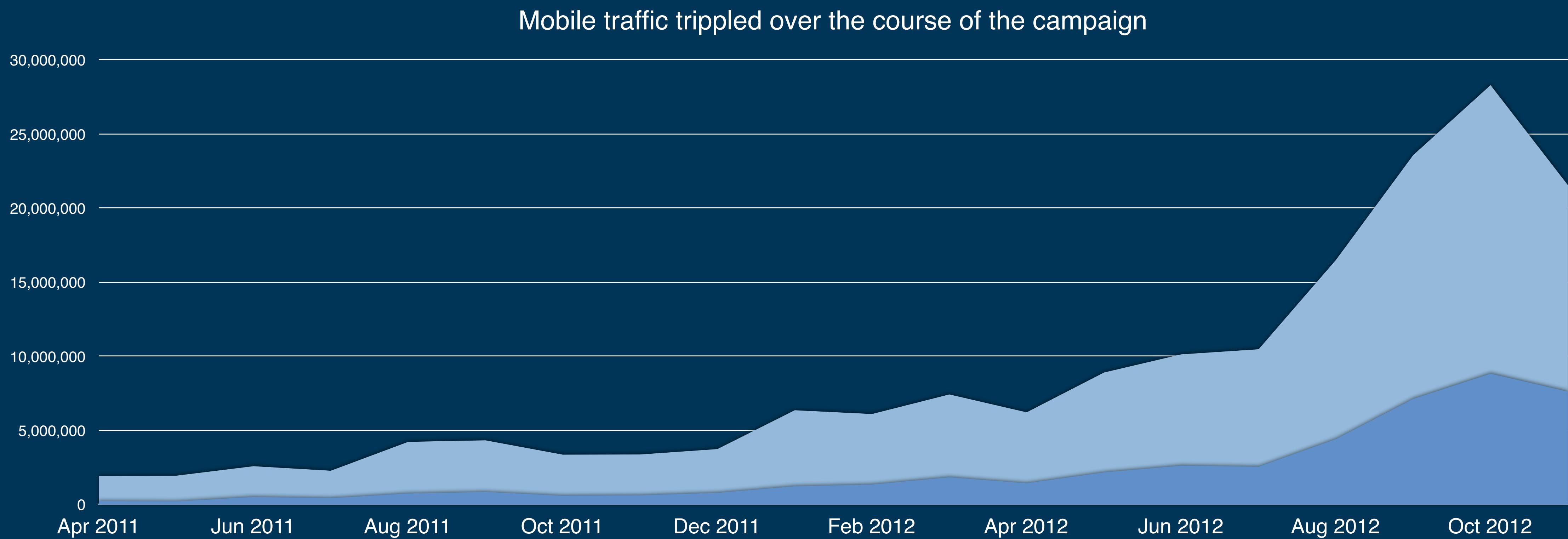
“We are going to measure every single thing in this campaign”
- Jim Messina, Campaign Manager

FUNDRAISING: WHY WE WENT RESPONSIVE



FORWARD.

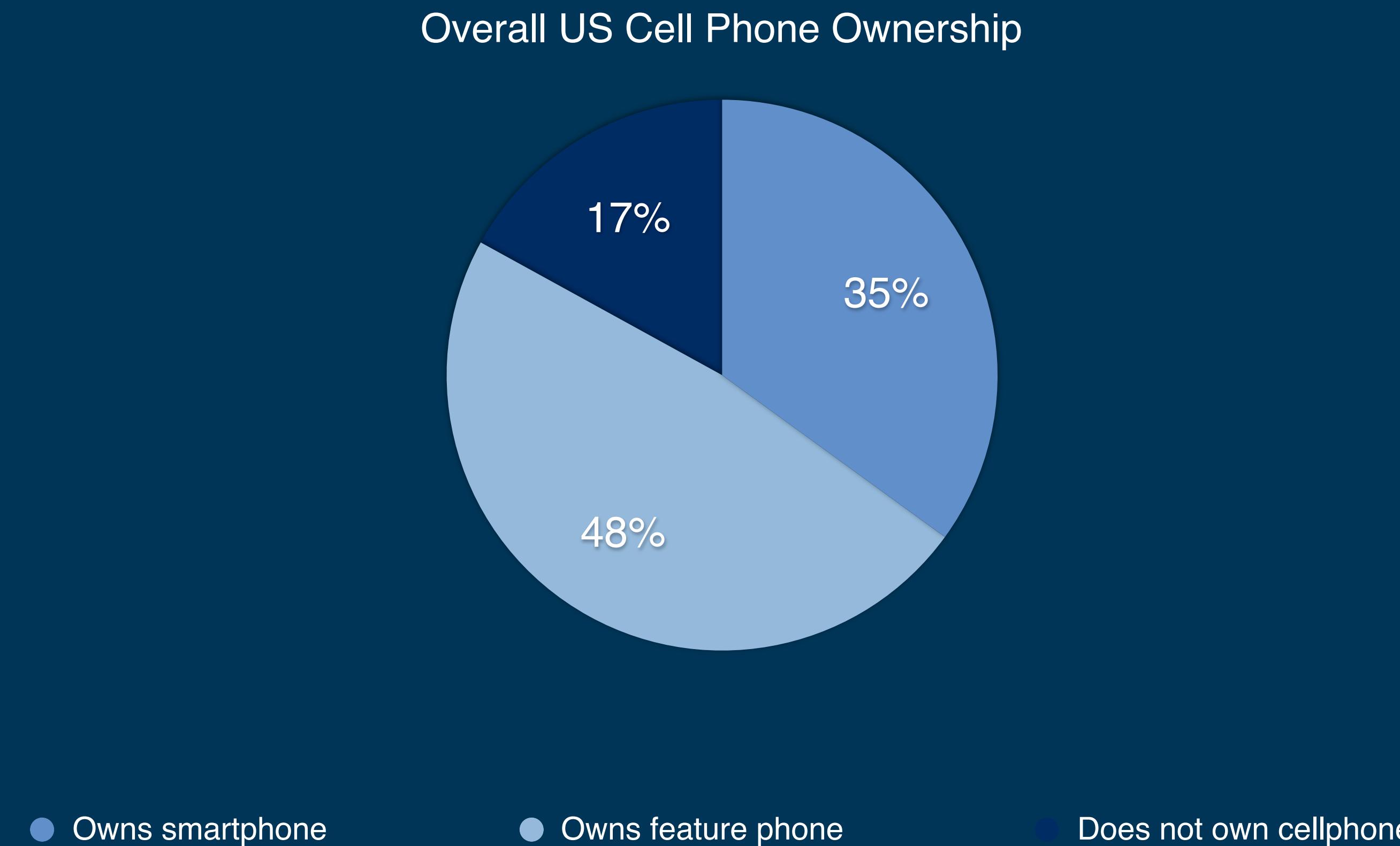
FUNDRAISING: WHY WE WENT RESPONSIVE



FORWARD.

Source: Google Analytics

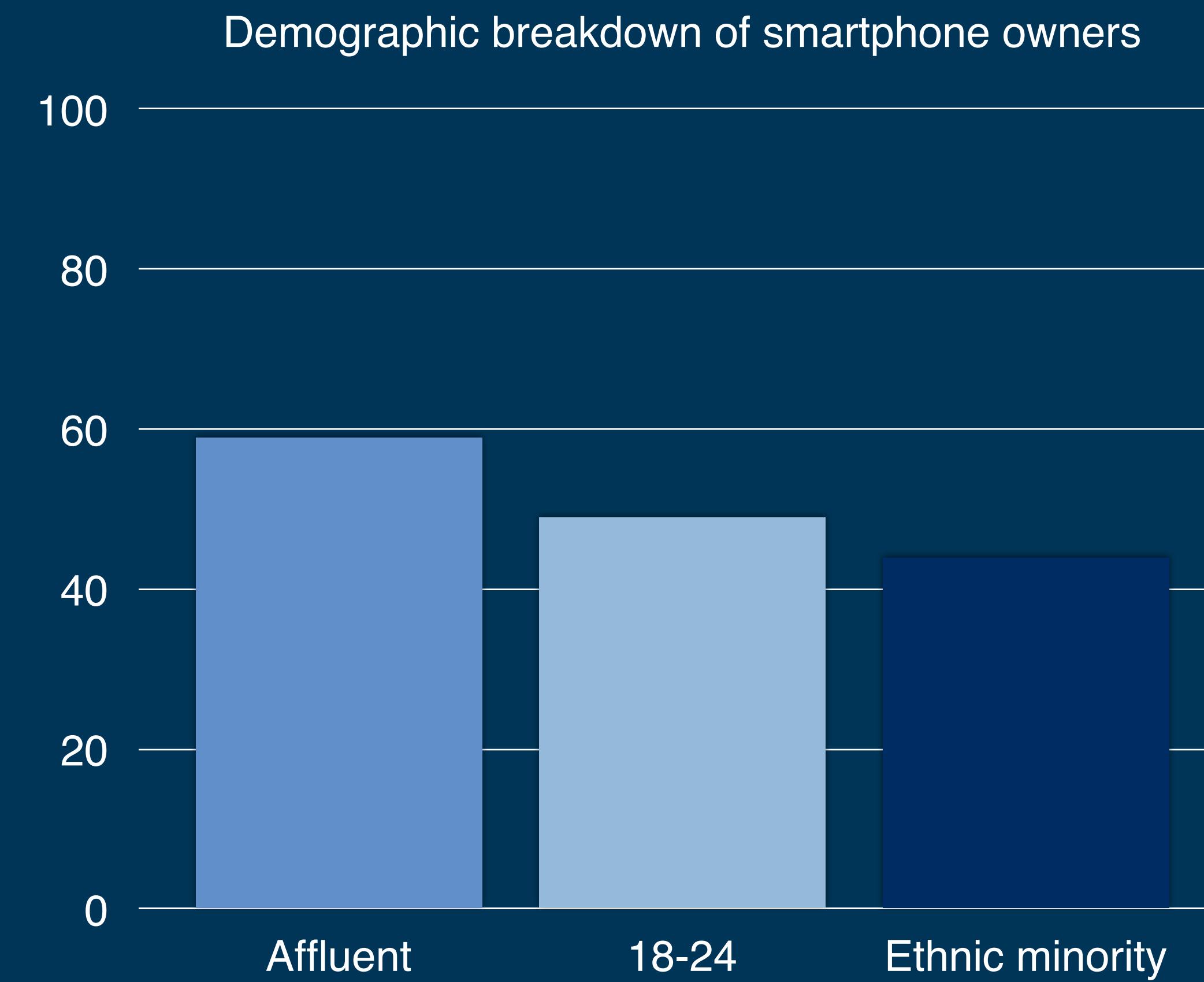
FUNDRAISING: WHY WE WENT RESPONSIVE



FORWARD.

Source: Pew Research Center

FUNDRAISING: WHY WE WENT RESPONSIVE



FORWARD.

Source: Pew Research Center

FUNDRAISING: WHY WE WENT RESPONSIVE

25% of all smartphone owners *only* access the Internet via their phone



Source: Pew Research Center

FUNDRAISING: TESTING

- Ask a question: *Does the color of a button on a form affect conversion rates?*
- Pose a hypothesis: *Positive colors like green or blue will positively affect conversion rates.*
- Do an experiment
- Analyze the results: *Any button color but red works.*

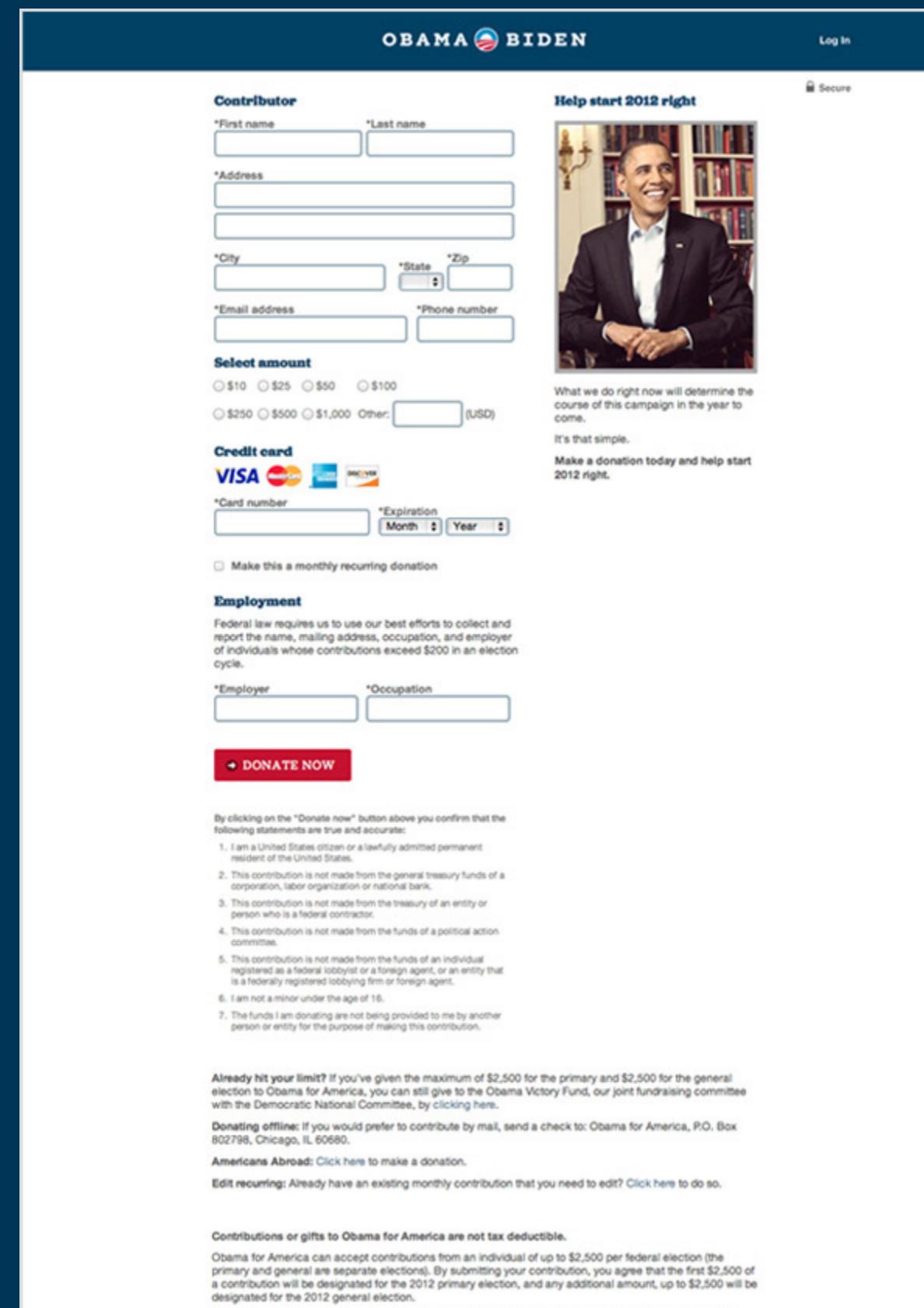
FUNDRAISING: TESTING METHODOLOGIES

- A/B or multivariate testing
- Focus groups
- User testing

FUNDRAISING: TESTING METHODOLOGIES

- We generated over half a billion Google Analytics custom events
- We ran almost 1,000 A/B tests to millions of visitors

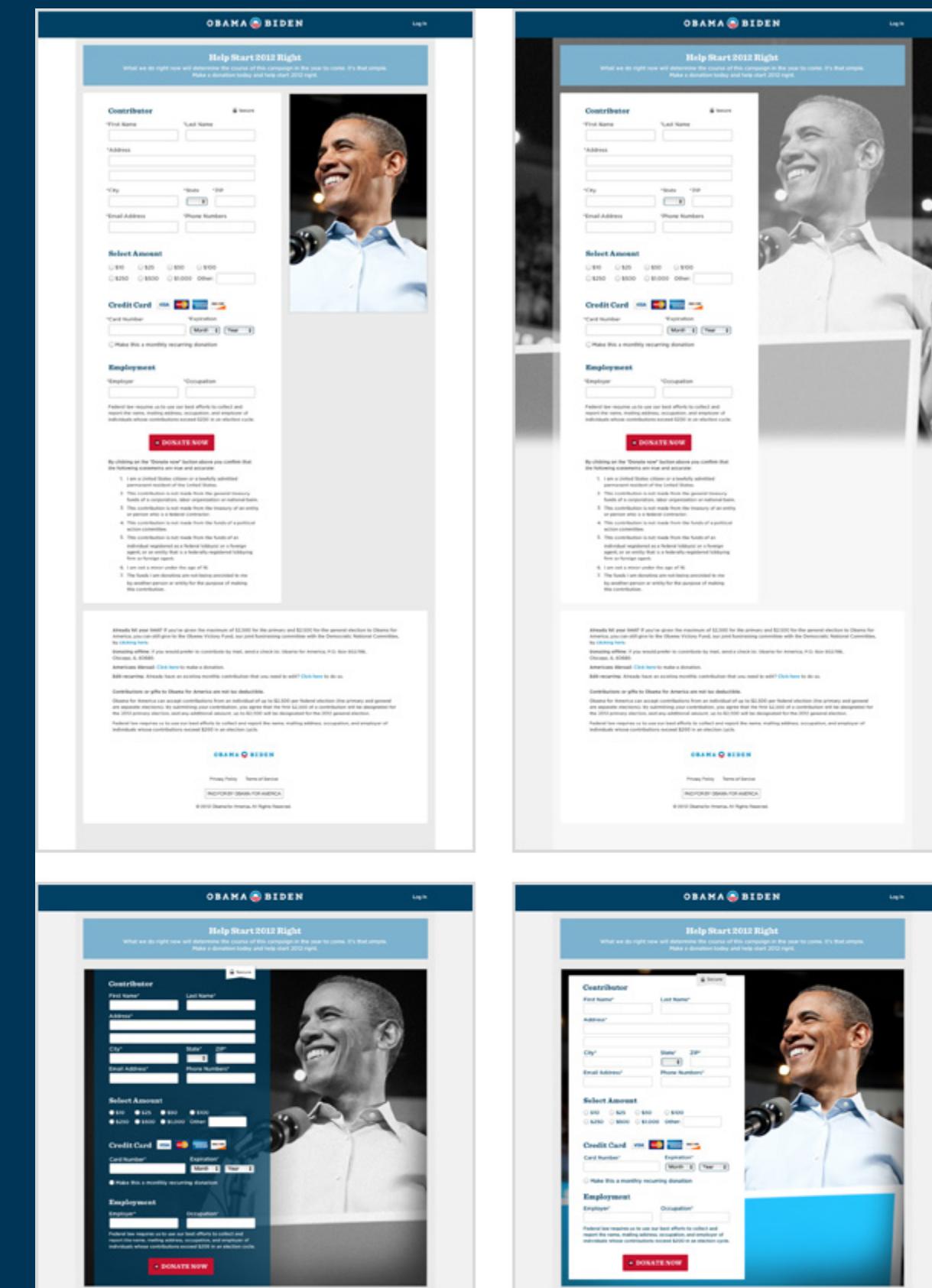
FUNDRAISING: THE EVER-EVOLVING DONATE PAGE



The screenshot shows a donation page for the Obama-Biden campaign. At the top, there's a header with the "OBAMA BIDEN" logo and a "Log In" link. Below the header, there's a section for "Contributor" information, including fields for First name, Last name, Address, City, State, Zip, Email address, and Phone number. There's also a "Select amount" section with radio buttons for \$10, \$25, \$50, \$100, \$250, \$500, \$1,000, and Other, followed by a text input field for the amount in USD. A "Credit card" section includes logos for VISA, MasterCard, American Express, and Discover, along with fields for Card number, Expiration date (Month and Year), and a checkbox for "Make this a monthly recurring donation". Below these, there's an "Employment" section with fields for Employer and Occupation, and a note about federal law requiring reporting of contributions over \$200. At the bottom, there's a large red "DONATE NOW" button. Below the button, there's a detailed disclaimer about contribution limits and restrictions, including a note about the Democratic National Committee and a link to edit recurring contributions. At the very bottom, there's a note about tax deductibility and a small print area.

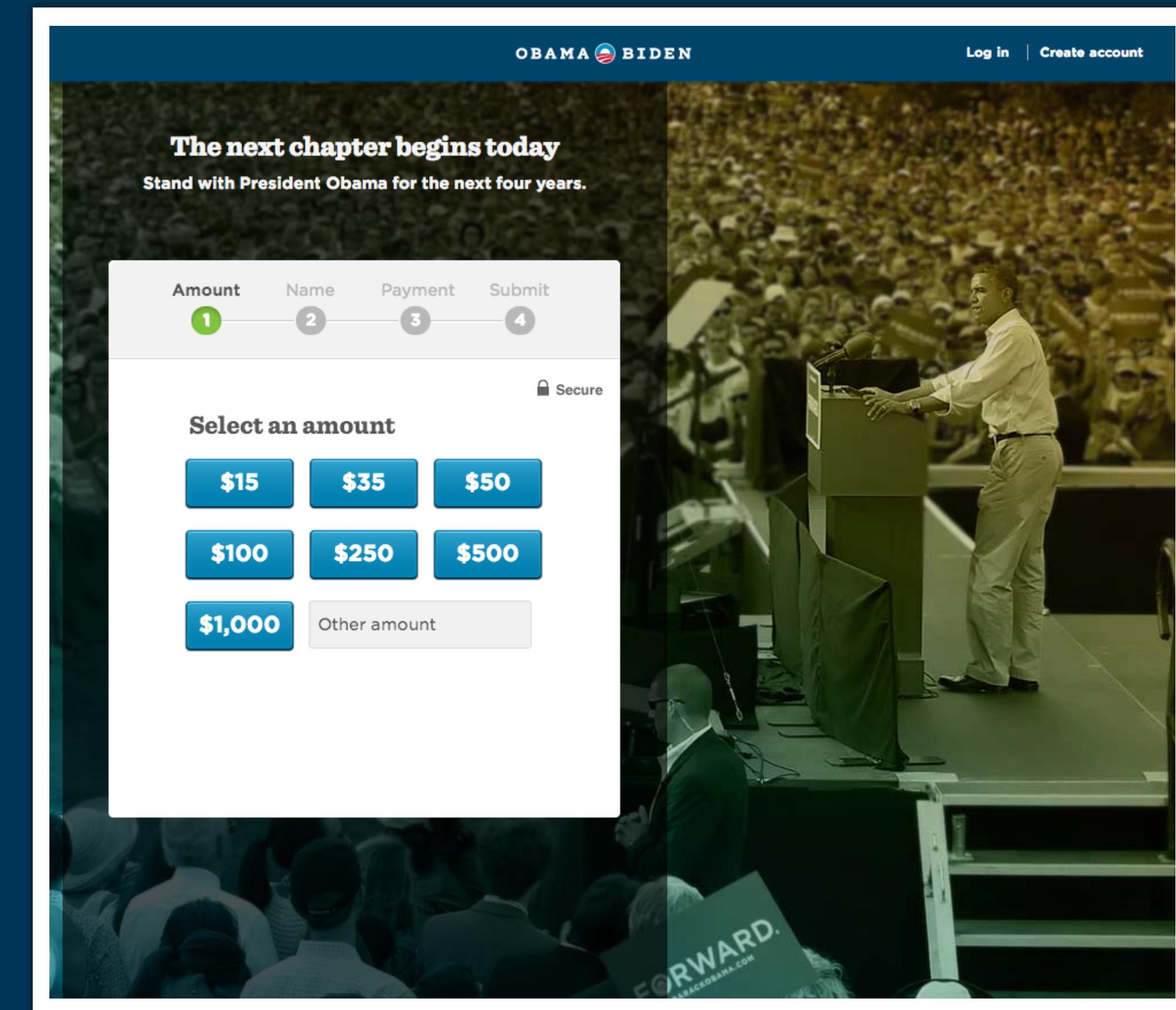
FORWARD.

FUNDRAISING: THE EVER-EVOLVING DONATE PAGE



FORWARD.

FUNDRAISING: THE EVER-EVOLVING DONATE PAGE



FORWARD.

\$690,000,000
Raised Online

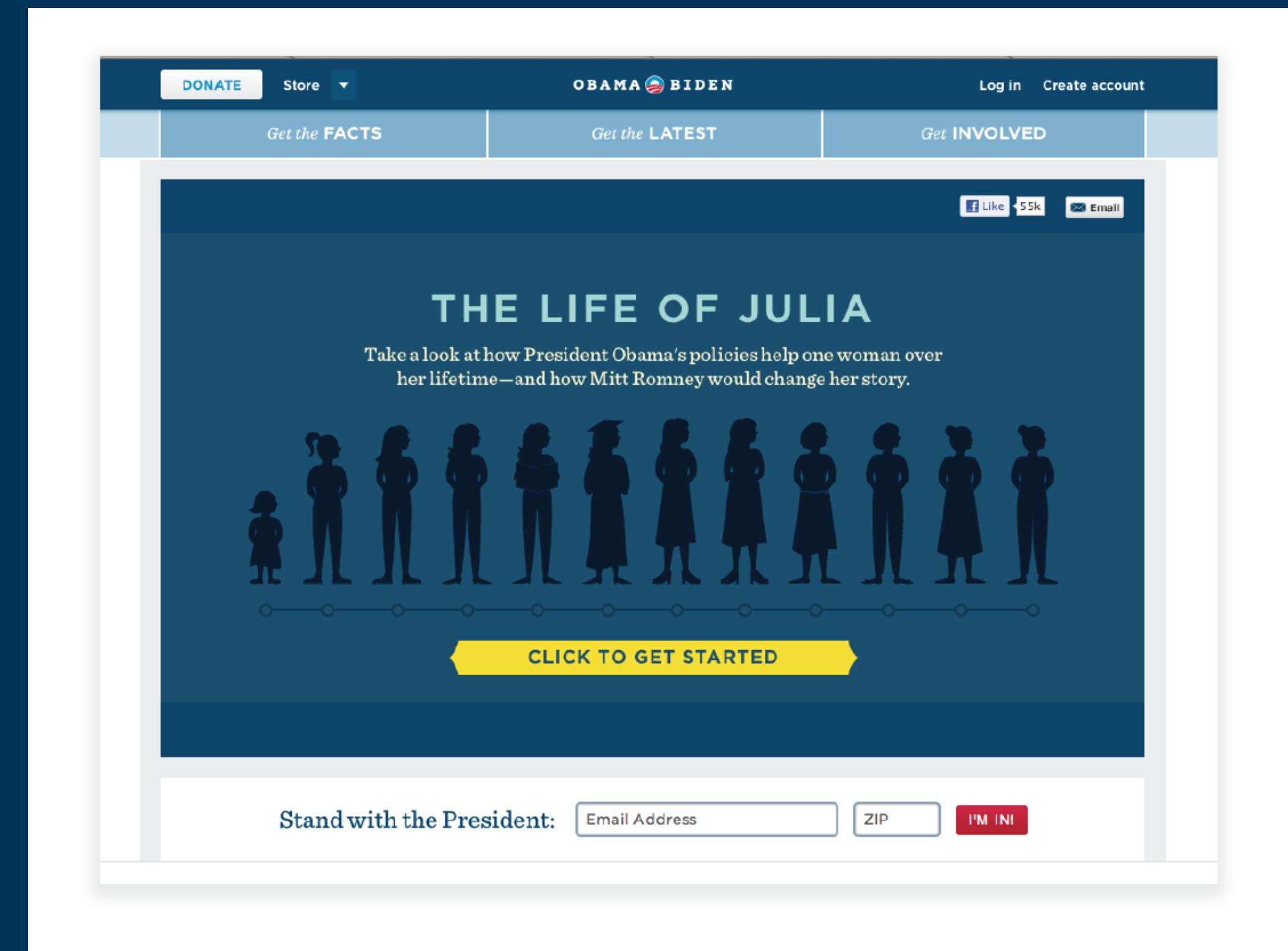
\$690,000,000

Raised Online

\$125,000,000+

As A Result of Testing

PERSUASION: LIFE OF JULIA



FORWARD.

PERSUASION: LIFE OF JULIA



FORWARD.

PERSUASION: LIFE OF JULIA



FORWARD.

PERSUASION: TARGETED SHARING



FORWARD.

PERSUASION: TARGETED SHARING

REGISTER COMMIT

COMMIT TO VOTE ▶ SHARE WITH FRIENDS

Thanks for committing to vote!

Now, share with your friends in key states and get others to join you.

Craig R. Ohio	Louis S. Hawaii	Megan R. New Hampshire	Christop... New York
Craig R. Ohio	Louis S. Hawaii	Megan R. New Hampshire	Christop... New York
Craig R. Ohio	Louis S. Hawaii	Megan R. New Hampshire	Christop... New York

SHARE or choose another friend

FORWARD.

GOTTA REGISTER

The image shows an open notebook with a registration form on both pages. The left page features a large, bold "GOTTA REGISTER" title, followed by the text "REGISTER NOW. VOTE ON ELECTION DAY. SHAPE THE FUTURE." and a "CLICK ON YOUR STATE FOR MORE INFORMATION" button. Below this is a map of the United States. The right page contains a registration form with fields for "Street Address" (1648 N Fairfield), "ZIP Code" (60647), "Last Name" (Dilts), "First Name" (Chris), "Middle Name" (None), "Title" (None), "Birthdate" (04/05/1976), "Driver's License Num. or Last 4 of Social Security Num." (1234), "E-Mail Address" (cdilts@barackobama.com), "Phone Number" (773-123-4567), "Political Party" (None), "Race or Ethnic Group" (None), and checkboxes for "I am a U.S. citizen." and "I have recently changed my name." A "PRINT YOUR FORM" button is at the bottom.

Fill out the form Print it Mail it

GET STARTED HERE

Simply fill out the registration form below, print it out, and drop it in the mail.

HOME ADDRESS Registering abroad?

Street Address ZIP Code Chicago, IL

I have a different mailing address. I have recently moved.

PERSONAL INFORMATION

Title First Name Middle Name Last Name

Driver's License Num. or Last 4 of Social Security Num. (?) Birthdate MM/DD/YYYY
1234

E-Mail Address (?) Phone Number (?)
cdilts@barackobama.com

Political Party (?) Race or Ethnic Group (?)

I am a U.S. citizen. I have recently changed my name.

PRINT YOUR FORM

By clicking I agree to and have read the [terms of use](#).

GOTTA EXERCISE YOUR RIGHTS
NO STACKS OF PAPER. NO LINES TO WAIT IN. NO EXPENSIVE FEES. NO EXCUSES.
GOTTAREGISTER.COM

SPREAD THE WORD

PAID FOR BY OBAMA FOR AMERICA Privacy Policy | Terms of Use | Download Your Registration | Frequently Asked Questions Copyright © 2011 by Obama for America

FORWARD.

GOTTA REGISTER

GOTTA REGISTER

[Get Started](#) [Español](#)

You can register to vote the easy way: Just follow the simple steps to fill out your registration form. It only takes a minute.

Get Started

Title: Ms. ▾

First Name:

Middle Name:

Last Name:

Suffix:

Email Address:

Zip Code:

Phone Number:

I am a college student

I am a U.S. Citizen

NEXT

OR

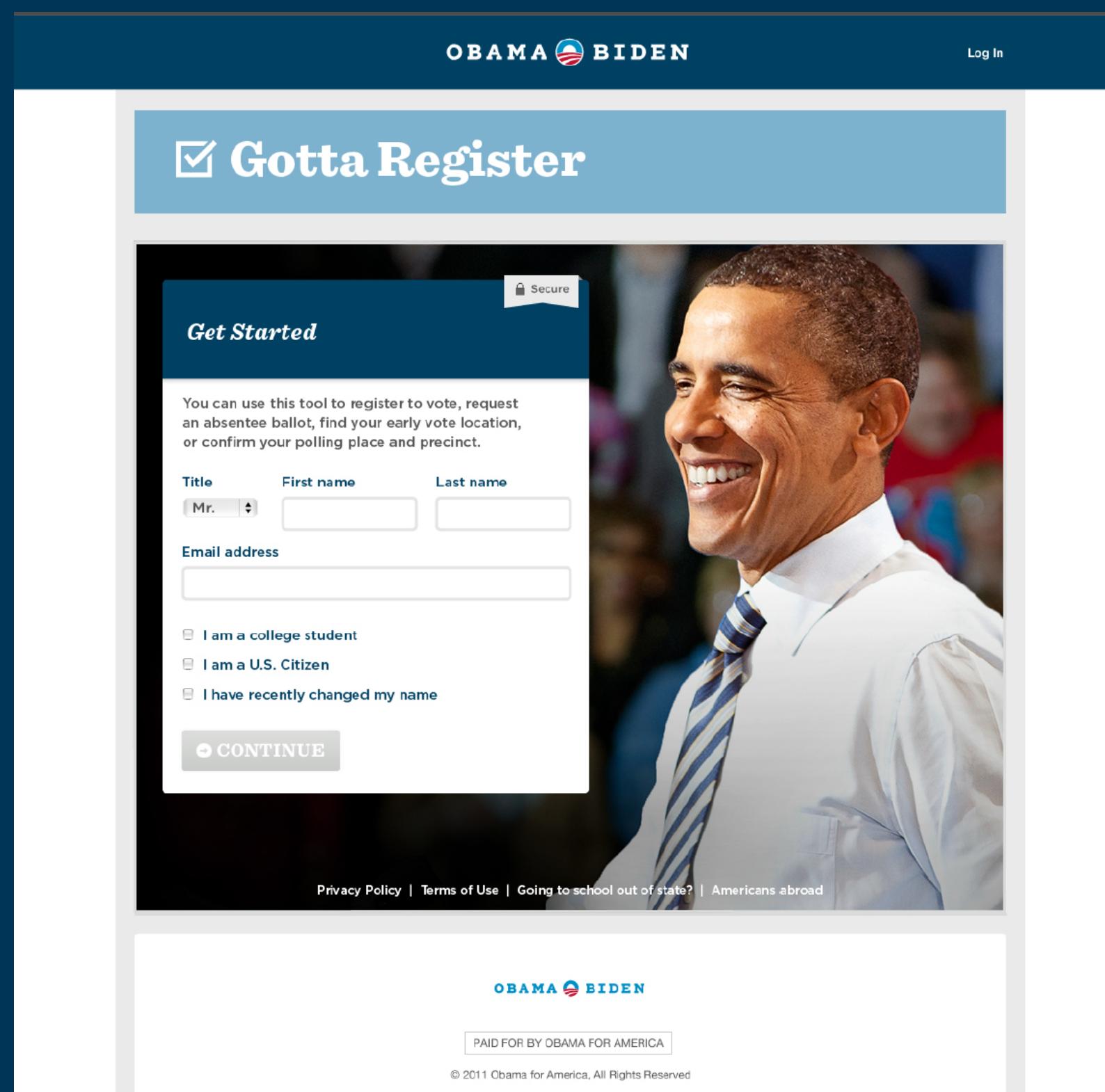
 Log in with Facebook

 Jason Kunesh, Michael Parsons and 473,116 others like this.

Privacy Policy | Terms of Use | Going to school out of state? | Americans Abroad

FORWARD.

GOTTA REGISTER



FORWARD.

GOTTA VOTE

The screenshot displays the homepage of the "OWN YOUR VOTE" website. The main title "OWN YOUR VOTE" is prominently displayed at the top in large blue letters. Below the title, there's a "VOTING CHECKLIST" section for "BE READY TO VOTE IN OHIO". The checklist consists of four numbered steps:

1. **GET REGISTERED:** Vote with your current name and address by 30 days before the election.
2. **GET YOUR ID READY:** You'll need to bring an ID with your current information to the polls.
3. **MARK YOUR CALENDAR:** Sign-up for voting-related reminders that link up with your calendar.
4. **VOTE EARLY:** Illinois has early voting on August 31 and extending through October 9.

Below the checklist is a red button labeled "VIEW & PRINT YOUR VOTING CHECKLIST". At the bottom of the page, there's a "FACT OF THE DAY" section with the headline "RECENTLY MARRIED OR DIVORCED? ONLY 66% OF VOTING-AGE WOMEN WITH READY ACCESS TO ANY PROOF OF CITIZENSHIP HAVE A DOCUMENT WITH CURRENT LEGAL NAME. MAKE SURE YOU HAVE WHAT YOU NEED TO BE READY TO VOTE." followed by a "LEARN MORE" link.

FORWARD.

GOTTA VOTE

OWN YOUR VOTE

Your Checklist | You're Affected | The Big Picture | News + Updates | Take Action





How many votes this fall will have started right here, on this page? There's a lot you can do to help make sure folks have the information they need to cast a ballot. Maybe you start out by simply sharing this site on your Facebook page. Or maybe you'll commit to hosting a voter registration event in your area. Choose the action that works best for you—then take it.

Connect
Connect with the people you know right now using our Facebook, Twitter, and email tools, and make sure they know exactly what they need to vote in their state.

Volunteer
Commit to be a volunteer and help register and inform voters in your state. Sign up, and a local organizer will be in touch soon to let you know exactly how you can help out in your area.

First Name Last Name
 Email Address Phone Number
 Zip Code

Attend or Host
Enter your zip code and RSVP to attend a voter registration event happening sometime soon in your area. Or, take the next step and host one of your own. We'll make sure you have all the materials and information you need to make it a great one.

 FORWARD.

GOTTA VOTE

OWN YOUR VOTE

SPREAD THE WORD

[f](#) [t](#) [e-mail](#)

YOUR CHECKLIST

YOU'RE Affected

NEWS + UPDATES

TAKE ACTION

GET the BIG PICTURE

GET REGISTERED TODAY

ACTION CENTER

Day of Action
Take part in the Illinois day of action April 28th.

Connect with the Campaign
Dashboard just got a new feature, check it out!

Volunteer Today
Yesterday we had 10,000 volunteers out in the field. Join them!

Be Ready to Vote in Ohio [Not in Ohio?](#)

1 GET REGISTERED 2 GET YOUR ID READY 3 GET REMINDERS 4 VOTE EARLY

Don't be stopped from voting this year.
Learn about what you need to vote in your state.

[VIEW YOUR VOTING CHECKLIST](#)

Take the Checklist To-Go

[PRINT THE CHECKLIST](#)

Spread the Word

[SHARE THE CHECKLIST](#)

Latest News

"HEADLINE FOR NEWS ITEM" by Laura Olin
Vestibulum sollicitudin est in felis eleifend a ultricies turpis aliquet. Pellentesque nec risus enim. Vestibulum non nisl ut ligula gravida venenatis. Donec quam mauris, facilisis vel bibendum sit amet, consequat eleifend ante. Nullam ac purus sed metus laoreet congue. Aenean a porta dui. Phasellus at purus sed ligula eleifend viverra. [READ MORE](#)

"INTRO VIDEO TITLE HERE"

[Facebook](#) 7 [Twitter](#) 2 [Email](#)

FORWARD.

GOTTA VOTE

GOTTA VOTE 

Your Checklist | You're Affected | The Big Picture | News + Updates | Take Action | Voting Abroad? Espanol

About | Get Registered | What to Bring | Mark Your Calendar | Vote

Not in Illinois?

Get registered to vote with your current name, at your current address, by 28 days before Election Day. For the November 6th, 2012 general election, you must register no later than October 9th, 2012. You can also register in person during "grace period" registration, which begins on October 10th and ends on October 30th.

You can get your registration started right now.

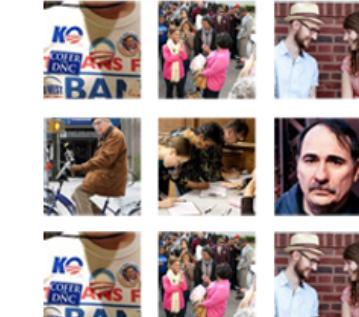
GET REGISTERED

Take the Checklist To-Go
PRINT THE CHECKLIST

Spread the Word
Like | Tweet 19 | Email

Sign Up to stay updated on the latest
Email Address Zip Code SUBMIT

ACTION CENTER
Day of Action April 28th
Take part in the Illinois day of action April 28th.
Connect with the Campaign
Dashboard just got a new feature, check it out!

SUPPORTER PHOTOS


LATEST NEWS
Dorothy Cooper Video

Quick Fact
Recently married or divorced?
Only 66% of voting-age women with ready access...

 FORWARD.

GOTTA VOTE

GOTTA VOTE: Iowa Not Your State?

Register to Vote in Iowa IOWA QUICK DATES

It's quick and easy. Do it now.
Deadline: Oct 6

Get Started First Name Last Name
 Email Address Zip Code
 Phone Number Español

Commit to Vote Make the promise to show up on election day and get your friends to show up too. [Go](#)

Prep to Vote Make sure you have what you need when you go to the polls. [Get Prep'd](#)

Vote Early You can register and vote at the same time. [Get Details](#)
Deadline: Oct 6

Vote November 6 Make your vote count...find your polling place. [Find](#)
Polls Open at 7:00 AM
Polls Close at 9:00 PM

IOWA — VOTE EARLY — September 27th – November 5th

EVERY VOTE Counts [Watch Dorothy's Story](#)

FORWARD.

GOTV: GET OUT THE VOTE

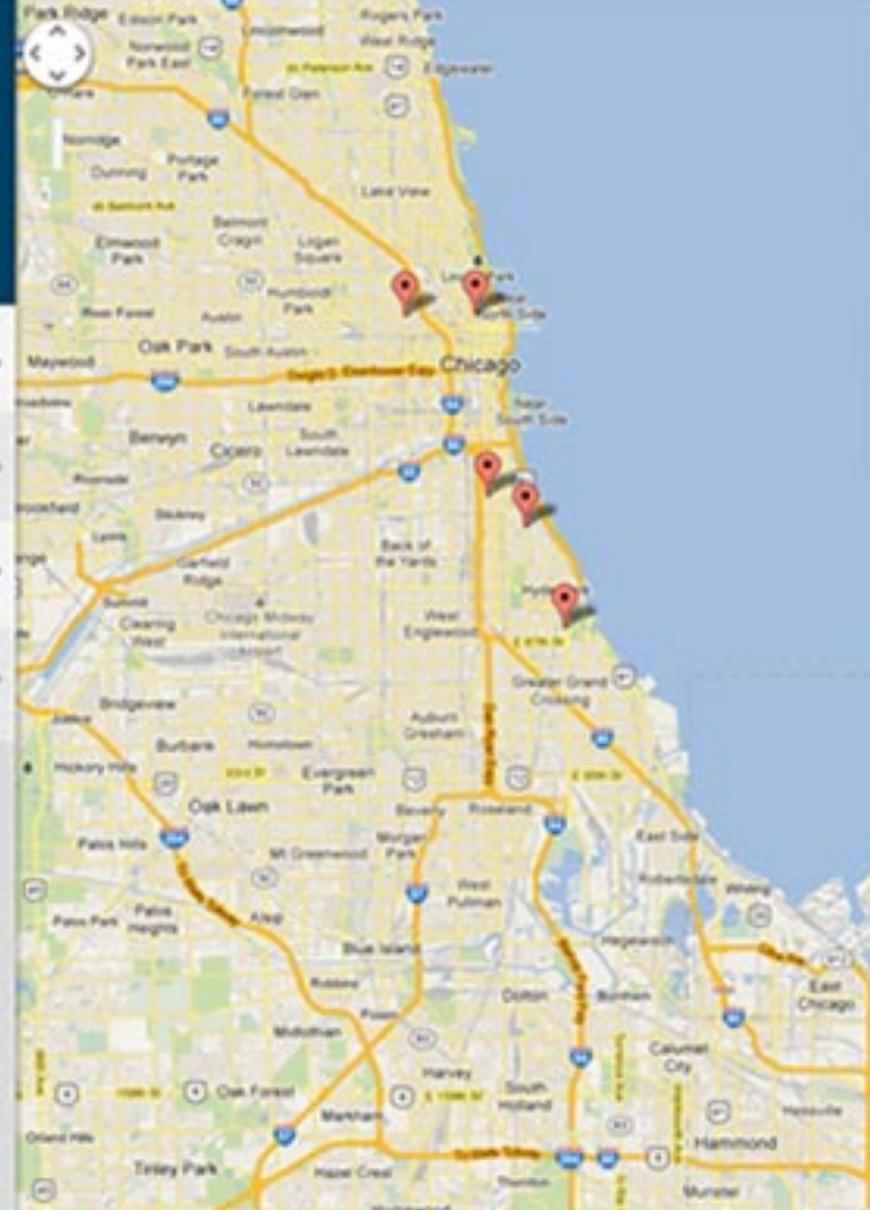
OBAMA • BIDEN

Ryan Roche Log out

VOLUNTEER GET OUT THE VOTE

FIND LOCATIONS NEAR YOU

ZIP Code Q. SEARCH



Goldblatts Building
1115 W. Chicago Ave, Chicago IL

Access Living
1115 W. Chicago Ave, Chicago IL

Chicago Bee Library
3647 S. State St, Chicago IL

Jackson Park
6401 S. Stony Island Ave, Chicago IL

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IN LOVING MEMORY of ALEX OKRENT

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Ryan Roche Log out

VOLUNTEER GET OUT THE VOTE

FIND LOCATIONS NEAR YOU

ZIP Code Q. SEARCH



Access Living
1115 W. Chicago Ave, Chicago IL

Select a time to volunteer

Barack needs your help. Use this tool to help you find voting stations in your area to fill shifts in your area. If you decide to help out, make sure it is a date and time you can make. You will be held accountable for your chosen time!

October 22-27

MONDAY 22

8:00 a.m. - 11:00 a.m. 11:00 a.m. - 2:00 p.m.
 2:00 p.m. - 5:00 p.m. 5:00 p.m. - 8:00 p.m.

TUESDAY 23

WEDNESDAY 24

THURSDAY 25

FRIDAY 26

SATURDAY 27

Sign up information

Once you have selected a time to volunteer, fill out this form. We look forward to your help reelecting Barack!

First Name Last Name
Email Phone

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THANKS SO MUCH!

Josh Higgins
joshhiggins.com
[@josh_higgins](https://twitter.com/josh_higgins)

Daniel Ryan
dryan.com
[@dryan](https://twitter.com/dryan)