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IC24 Design Challenge

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UMD Info Challenge Abstract

Prompt: Voting Candidate Matching Tool

In response to VerticalApps' challenge to create a Voting Candidate Matching Tool, our design prioritized user-centricity and data-driven decision-making. Considering diverse user categories like new voters, the elderly, policy enthusiasts, and VerticalApps data analysts, our goal was to craft an adaptable solution for a broad spectrum of users. It's crucial to note that our design caters not only to the mentioned user categories but also extends inclusivity to a wider range of potential user types, ensuring a versatile and user-friendly tool.

Understanding that voters benefit from informed choices, we emphasized the importance of collecting user data for VerticalApps to gain deeper insights into their user base. Recognizing the significance of this project, we approached the one-week design sprint with a modified design thinking process, encompassing problem definition, initial research, ideation, and prototyping.

Our user research involved a comprehensive strategy, including online surveys, in-person interviews with a VerticalApps business analyst, and a competitive analysis of existing surveys. Armed with this data, we crafted a screen flow and low-fidelity wireframes to guide the design process.

The forthcoming prototype introduces a flexible questionnaire system, allowing users to customize the length of their survey, quickly familiarize themselves with candidates and their political beliefs, and easily filter through options. Moving forward, our envisioned improvements include user testing and the incorporation of engaging features such as a political map to visualize a user's ideology based on the survey, insights into the top reasons for candidate matches, and more, ensuring a truly customer-centric experience.