

IC24 Design

Vertical Apps

The Team



Maria
Master

Product Manager
User Researcher



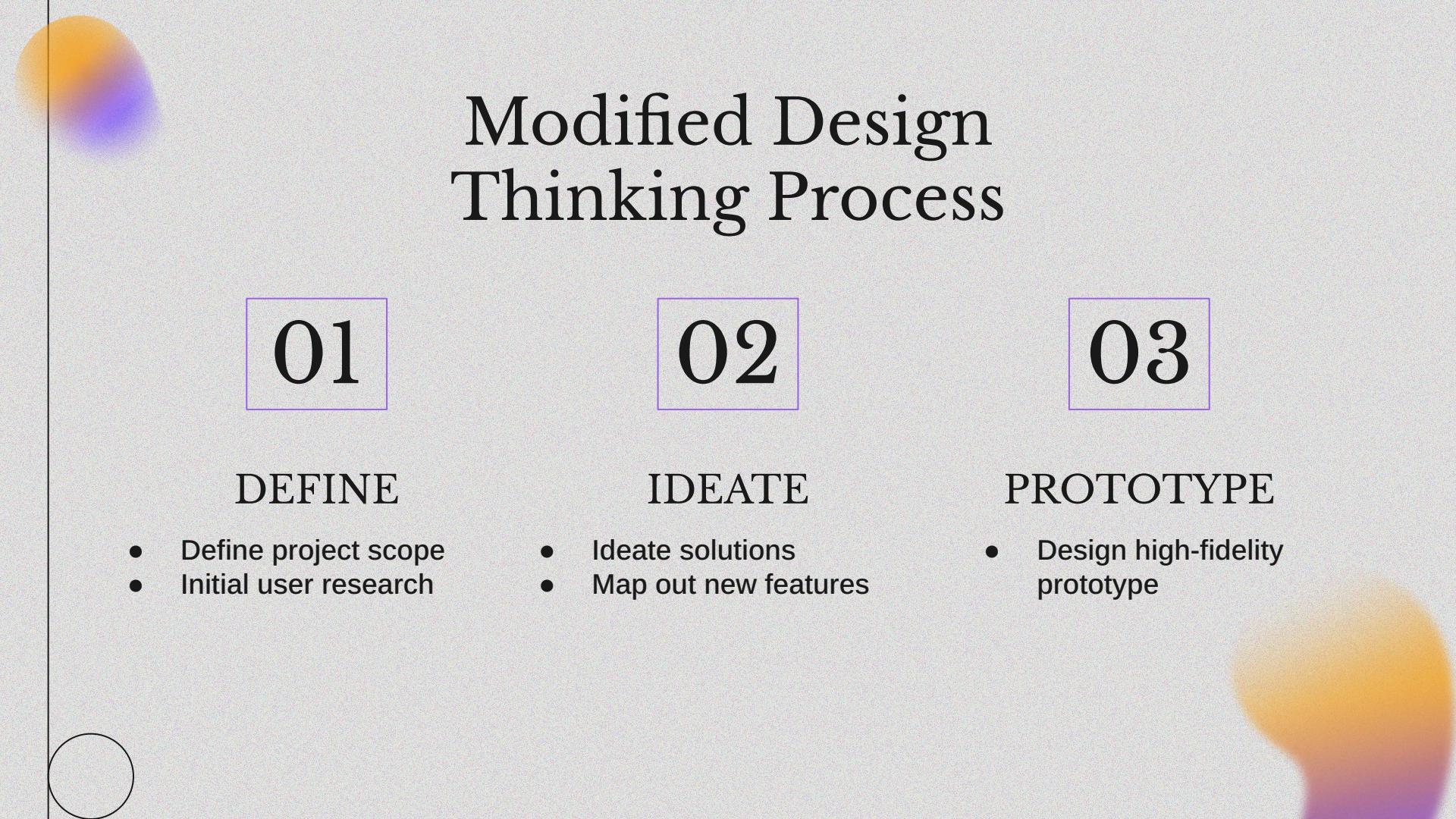
Joshlyn
Celestine

UI Designer



Victoria
Uhl

Data Analyst



Modified Design Thinking Process

01

DEFINE

- Define project scope
- Initial user research

02

IDEATE

- Ideate solutions
- Map out new features

03

PROTOTYPE

- Design high-fidelity prototype

01



Defining the Design Problem

Problem Statement

- Design a tool that matches users with a candidate in their voting district based on their political alignment with certain issues.

User Personas



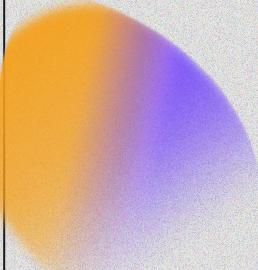
Name	Melissa Smith
Occupation	College Freshman
Info	This is Melissa's first time voting!



Name	Samantha Brown
Occupation	Business Analyst
Info	Samantha's trying to understand the user data for VerticalApps!

Other user categories:

- Elderly or experienced voters
- Policy Enthusiasts
- Political Novices
- Activists
- Civic educators
- Independent voters, and more



Research Phase

User Research

- Conducted an online survey
 - 23 respondents
 - Key Questions:
 - Demographic details
 - How long do you think political surveys should be?
 - How many questions should it have?
 - What is your experience with surveys?

→ Interviewed a **Business Analyst** from VerticalApps.

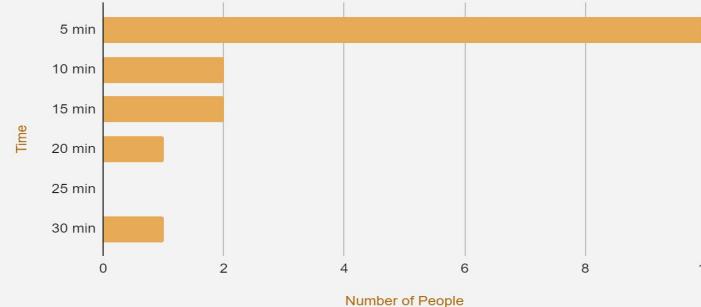
Other Research

- Researched the **best types and styles of questions** to ask users to collect the appropriate data:
 - Likert Scale, slide bar, dichotomous scale, etc.
 - Current political survey questions
 - Current length of surveys
- Looked at **existing solutions**:
 - 'Voter' app used in 2016 presidential election – tinder like user interface
 - BallotReady – a voter guide

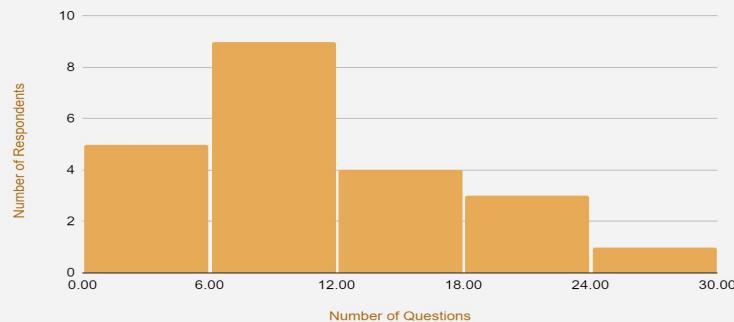
Key Findings

- VerticalApps wants to understand **to what extent** users support a political idea and how to best collect the data.
- Nearly 80% believes that surveys should be between **5-10 mins**.
- Nearly 35% believes that political surveys should be **10-15 questions long**.
- Dichotomous scaled, MCQs and rating questions are popular among the majority.

The Amount of Time that Surveyors are Willing to Spend on a Survey



Amount of Questions People Want in a Survey



The Age Gap

Is there a gap in preferences between college age students and those over 35?

- Time preferred for surveys: No statistical difference
- Amount of questions: No Statistical difference

Summary: there is no big difference in how different age groups prefer surveys

AVERAGE of Length of Time	what is your age range	Gender			Grand Total
		he/him	he/him, prefer not to say	he/him, they/them	
18-24		10	5	5	8 3333
25-34				5	5
35-44		5			5
45-64		7.5		16	2222
Grand Total		8.5	5	5	63636 7391
					11.363 9.56521

02



Ideate Solutions

Solutions

- **10 - 20 - 30** questions strategy
 - After each phase, you can decide whether you want to continue answering questions.
 - The more the number of questions, the more personalized the candidate match.
- Two different **candidate's page**: one of them containing details about the candidate's political beliefs
- Two different **tags systems**: tags to filter the candidate's page
 - Can be more specific on the detailed candidate's page

03

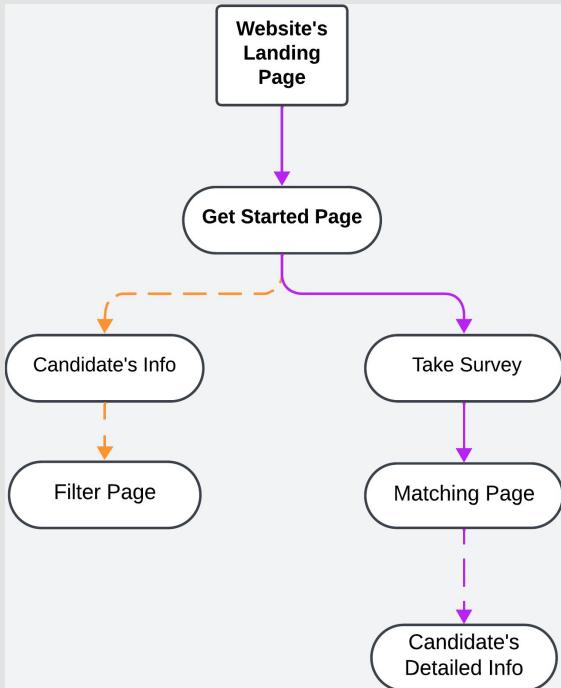


Prototyping

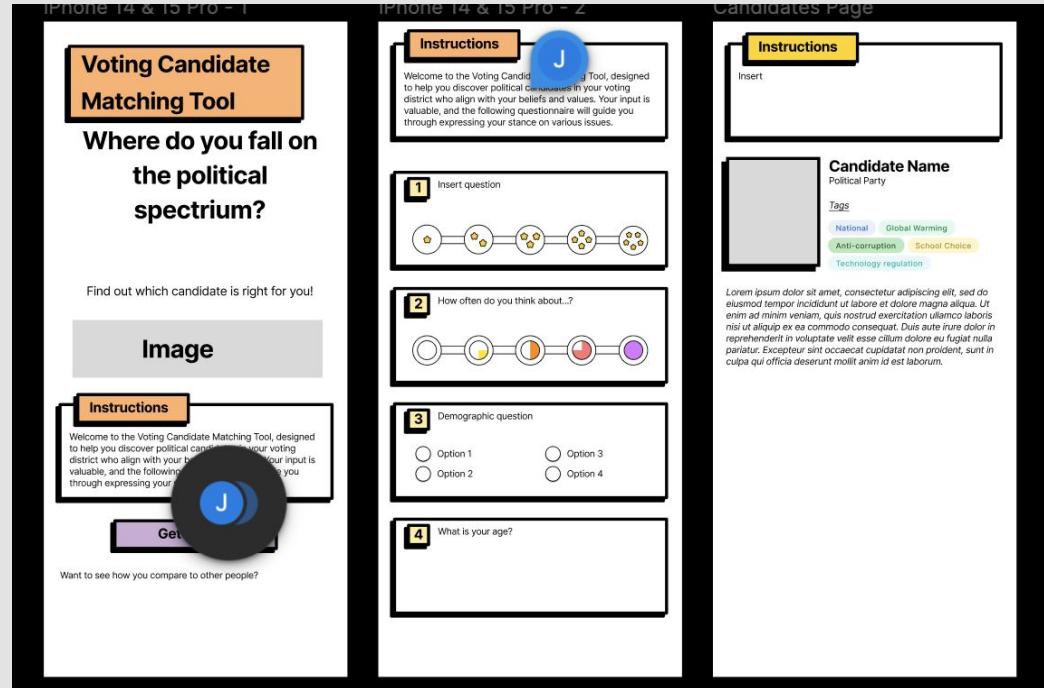
Process

- Designing the flow.
- Designing wireframes.
- Creating a high-fidelity prototype.

Design flow



Low-Fidelity Prototype



Tool(s): Figma



Final Prototype

Link: [Figma File](#)

What's Next?

- Conduct user testing to refine the design.
 - Gather information for the **comparison pages**
 - Collect user data
- Translate design to code.
- Introduce new features such as:
 - **Hover over an unknown word** and learn the meaning; especially beneficial for new voters.
 - Include a **political ideology map** for users to learn which party they align with.
 - Add a **stats tab** that will take the statistics from the **comparison pages** and shows them all the statistics at the same time
 - A **save button** so that users view their previous results
- Make the product appealing between voting cycles

THANKS!

Do you have any questions?



GitHub Repository