



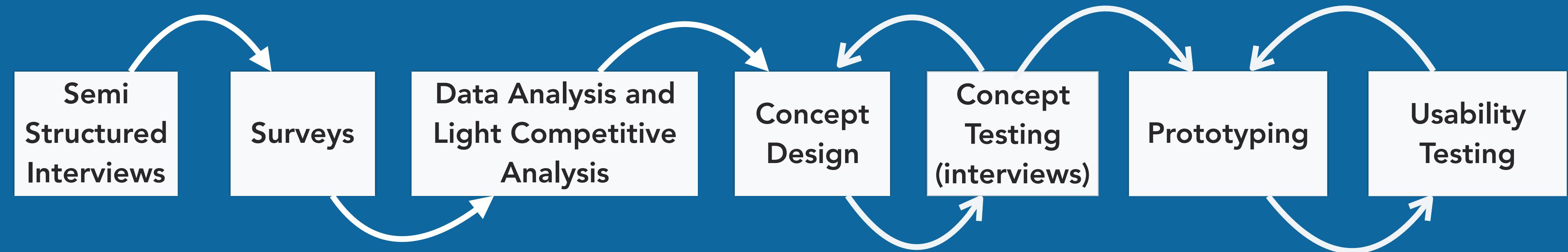
# BEVOTE

USER RESEARCH AND DESIGN

Aims to create a community of students who are well informed voters and also a driving force that converts a non-voting student into an active voter.

- Mona Mishra

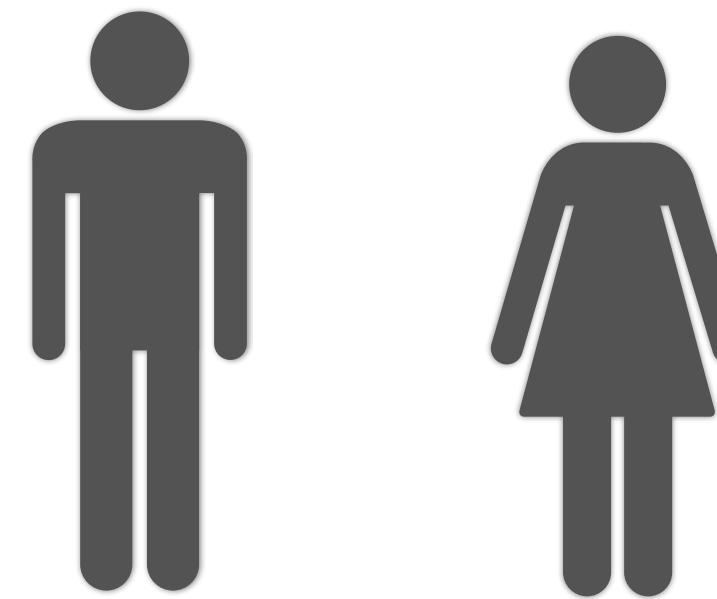
# Process



# RESEARCH

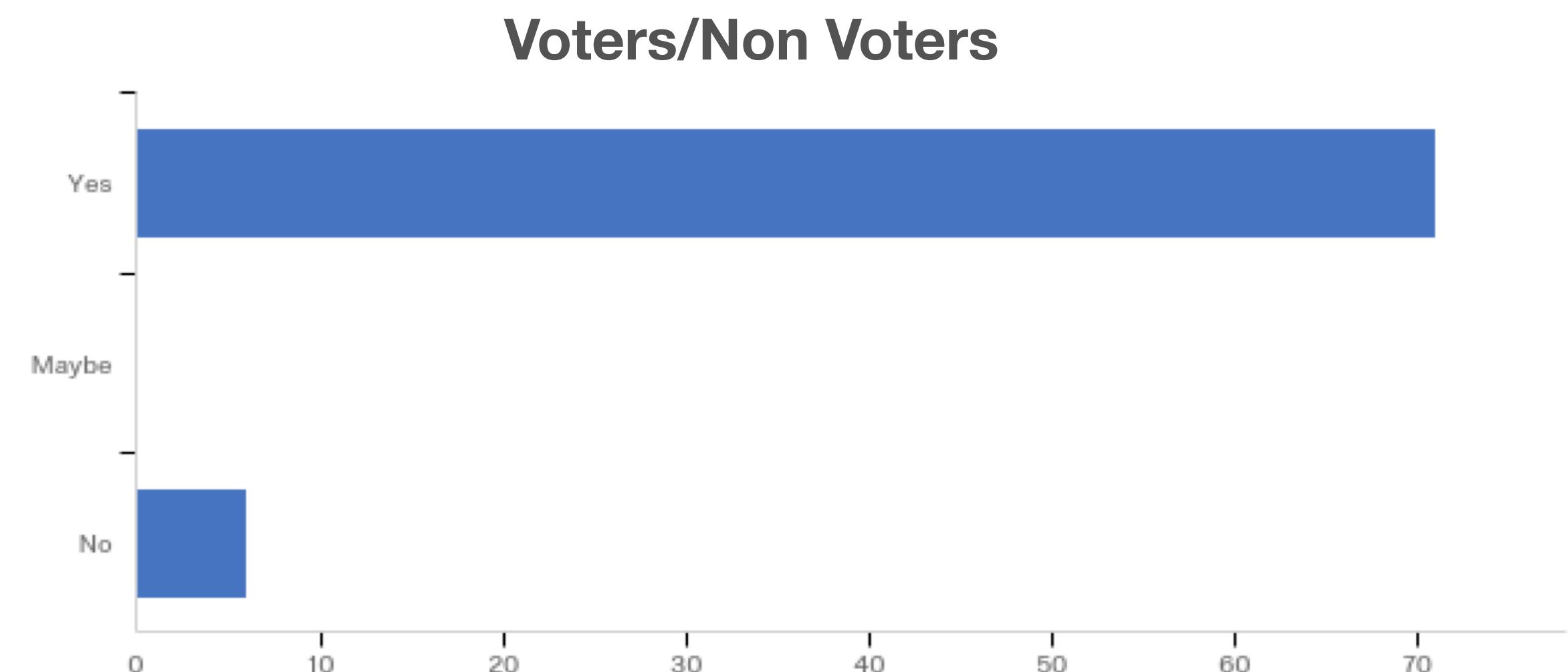
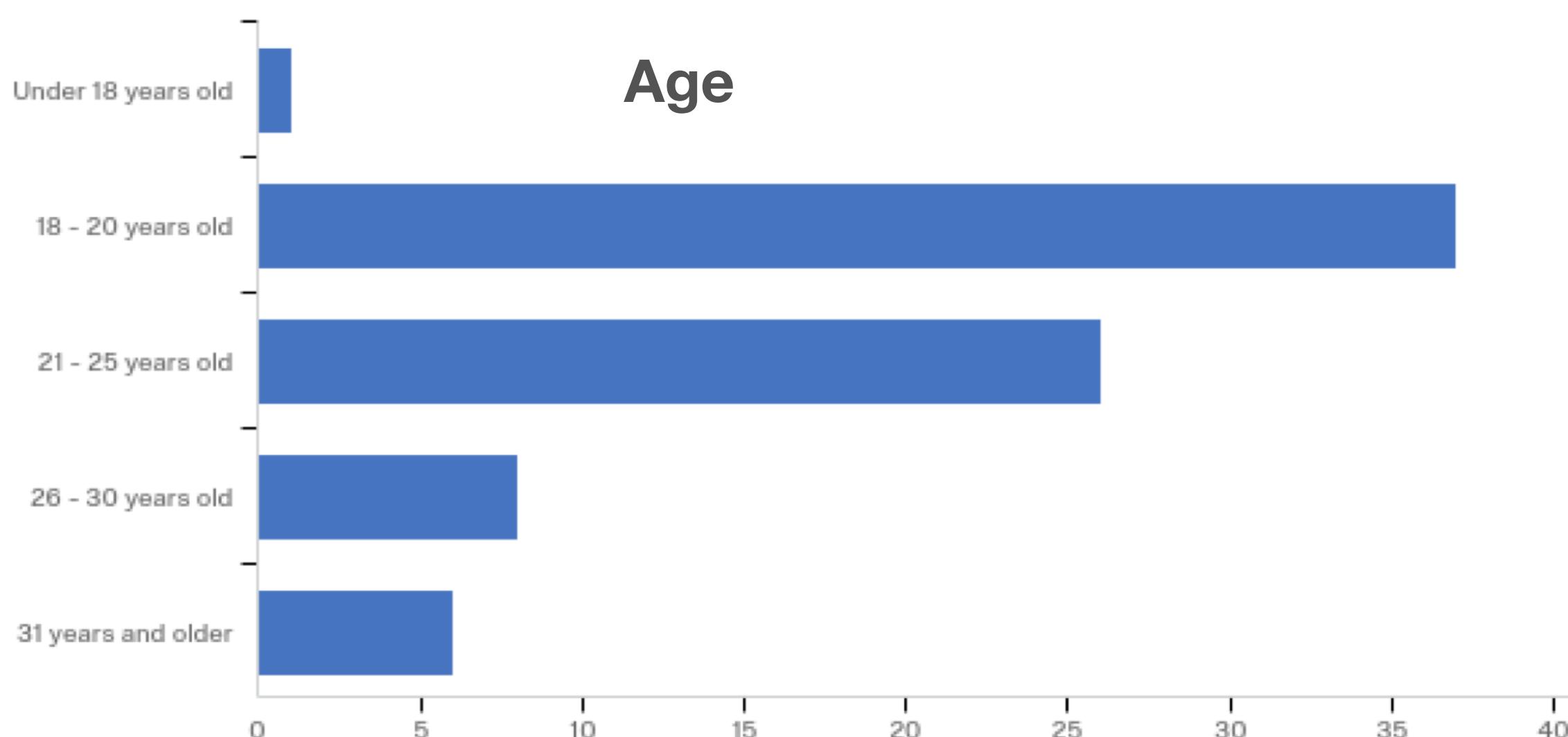
# SURVEYS

Total : 82 Participants



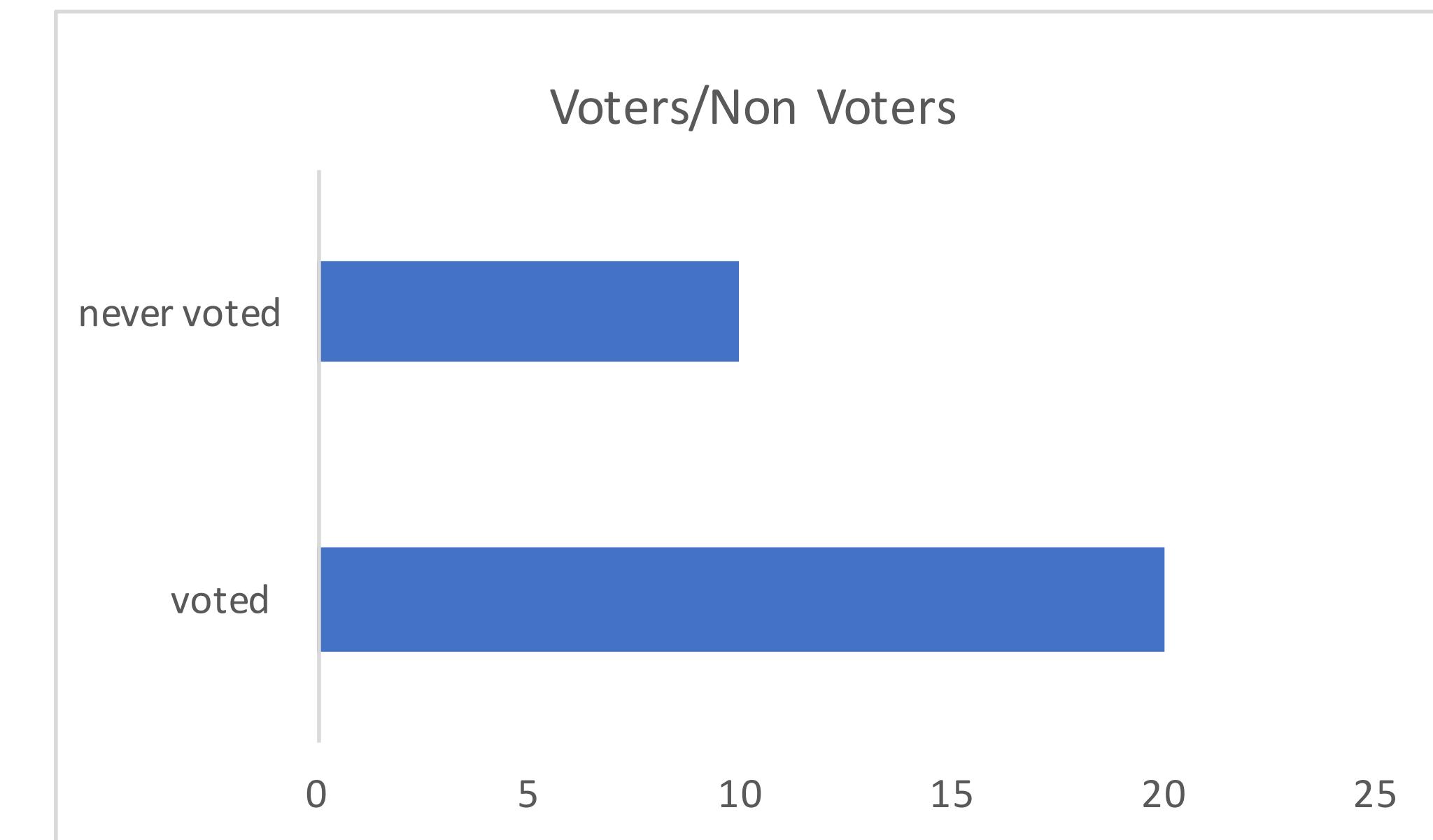
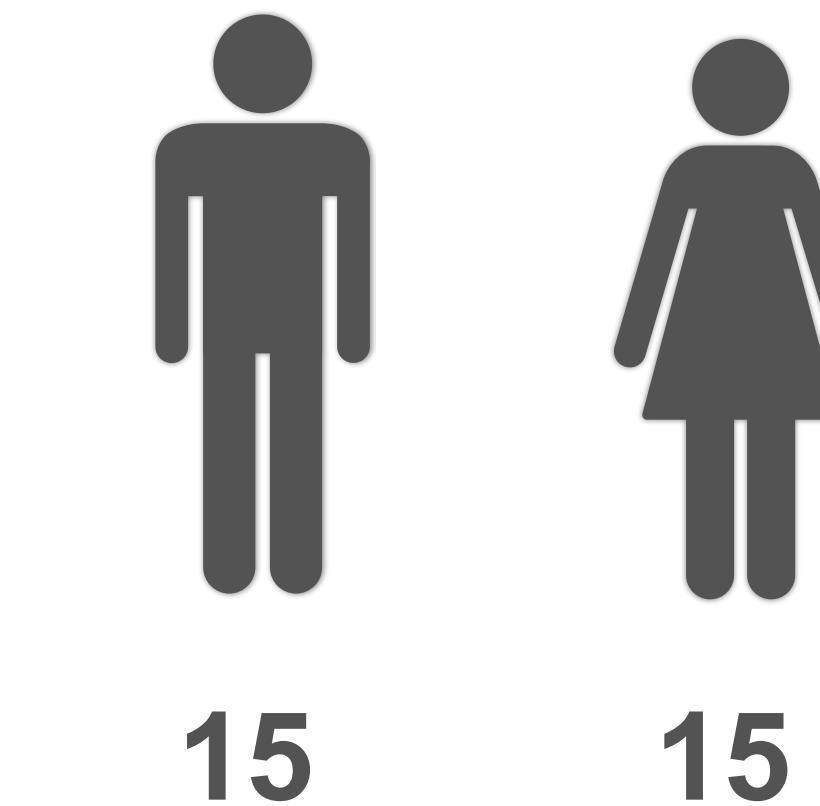
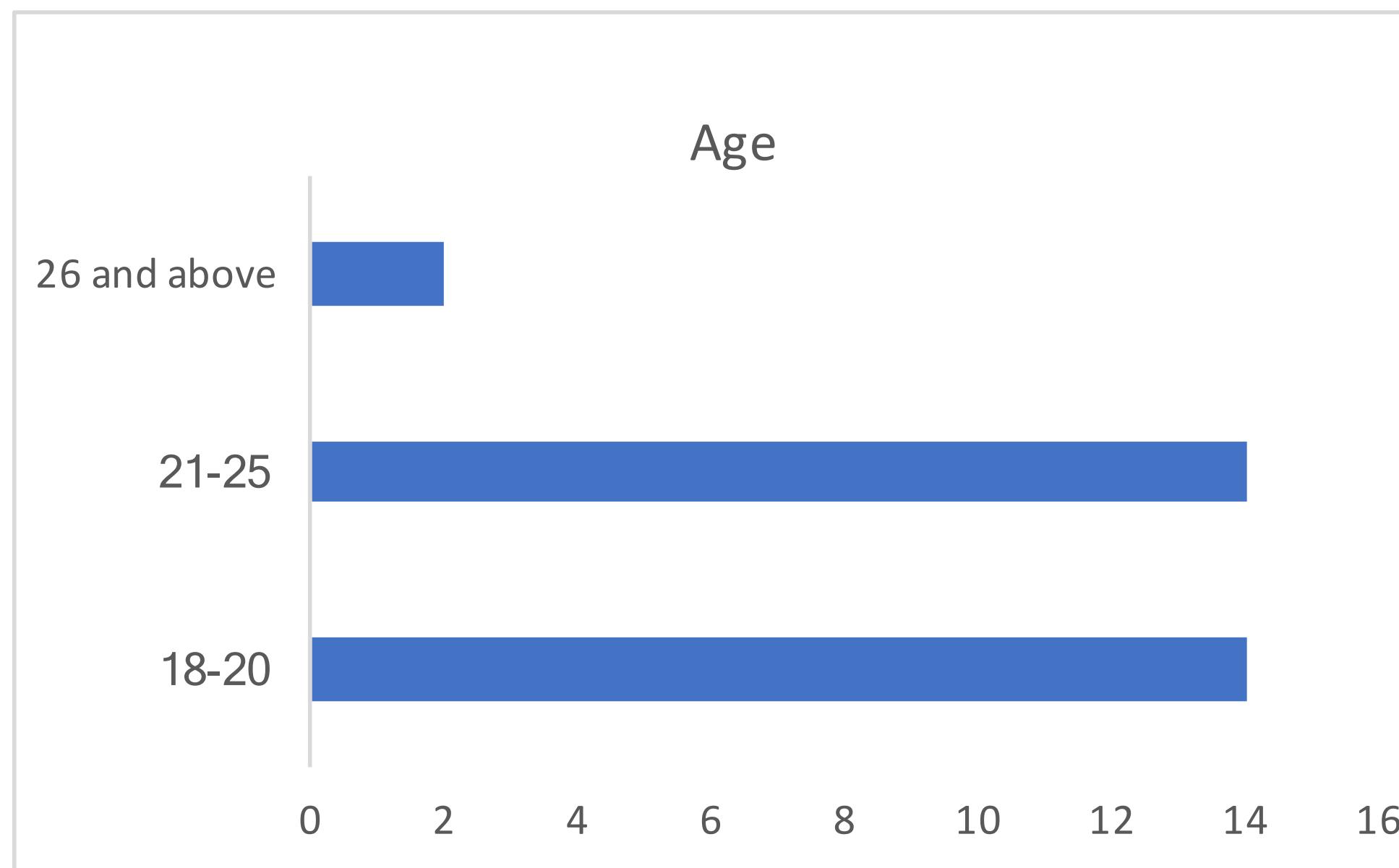
25

57



# INTERVIEWS

Total : 31 Participants



# KEY TAKEAWAYS

---

Students are busy during their semesters with exams and midterms, hence they cannot prioritize elections over it.

Easiest way to remind them about upcoming election is through social media and posters around campus.

Researching about the candidates is overwhelming.

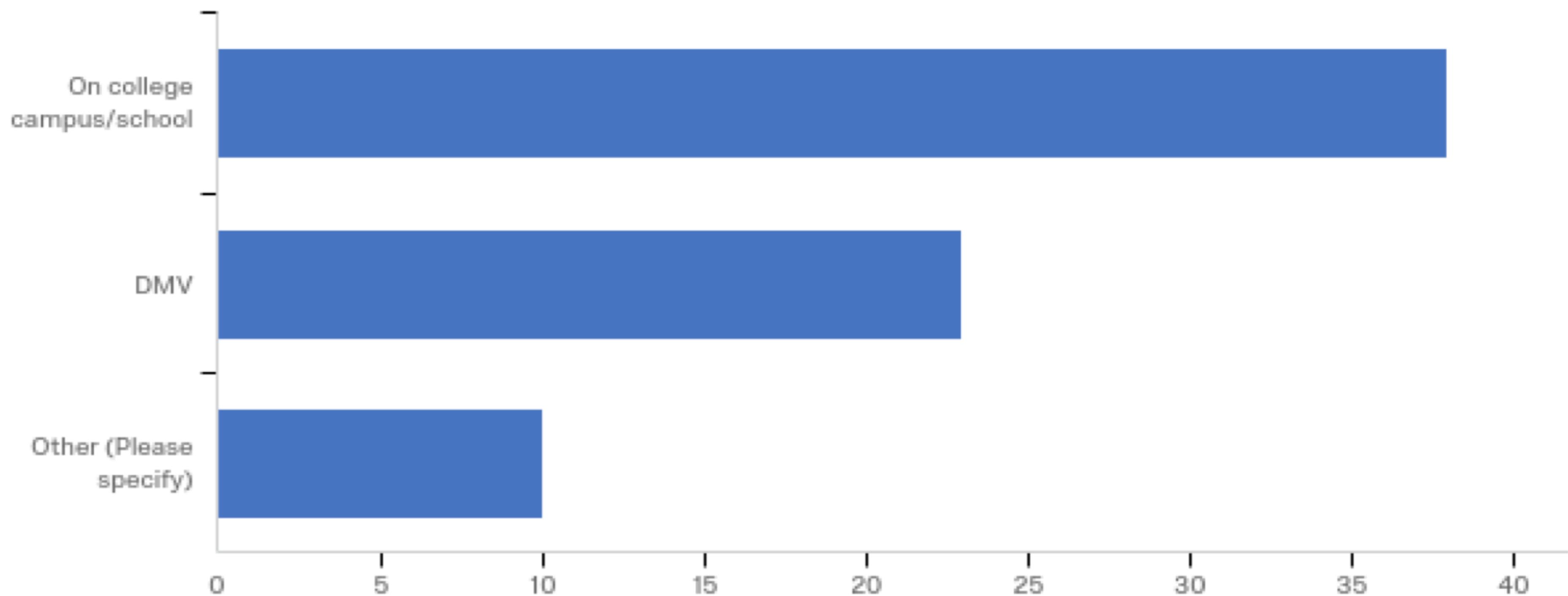
Meeting candidates, getting alerts about upcoming elections and talking to friends and family are some of the motivations for students to vote.

Most students vote to fulfill their civic duty, but they don't think that their vote can make a difference.

# SURVEYS

---

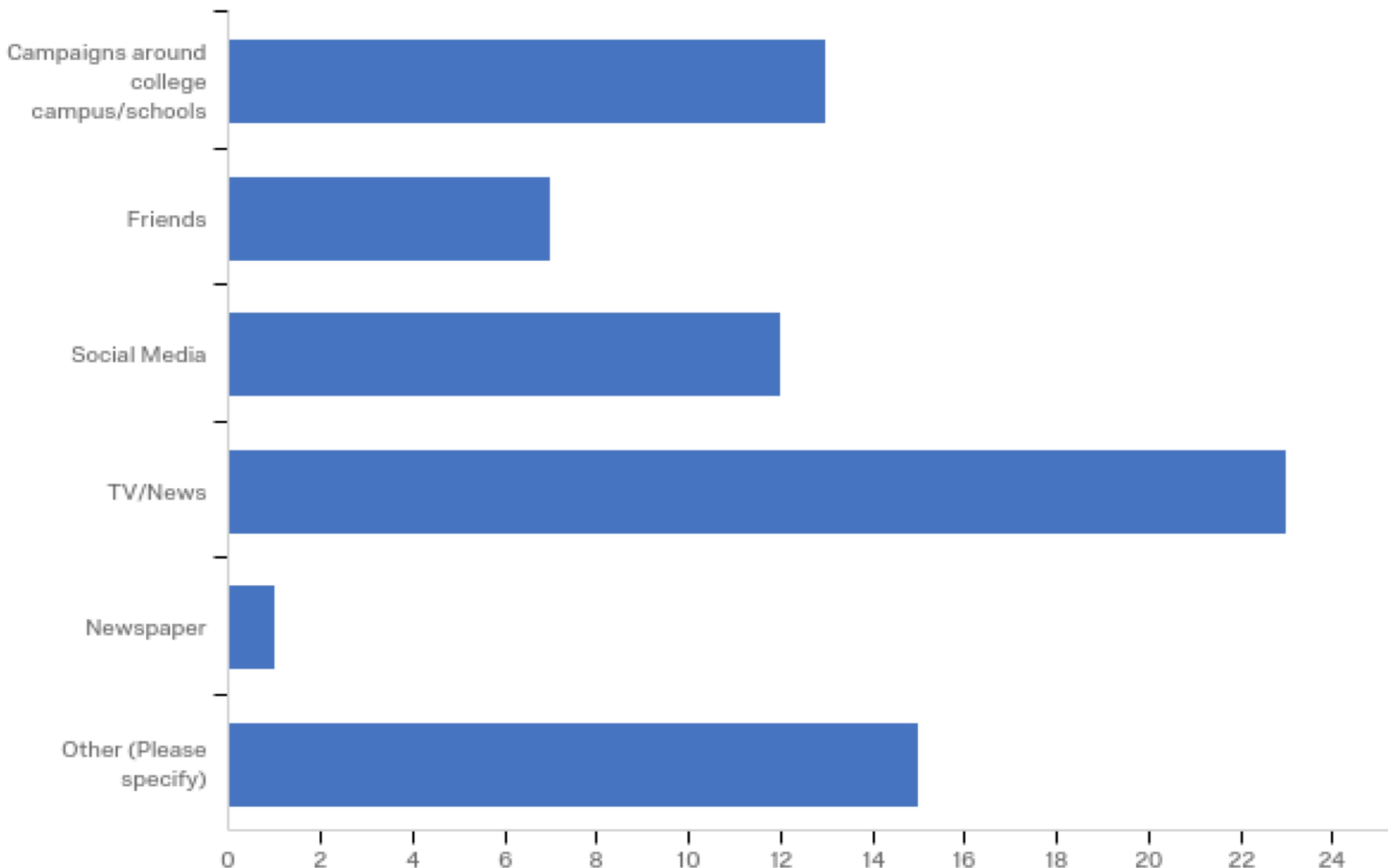
How did you  
register to vote?



# SURVEYS

---

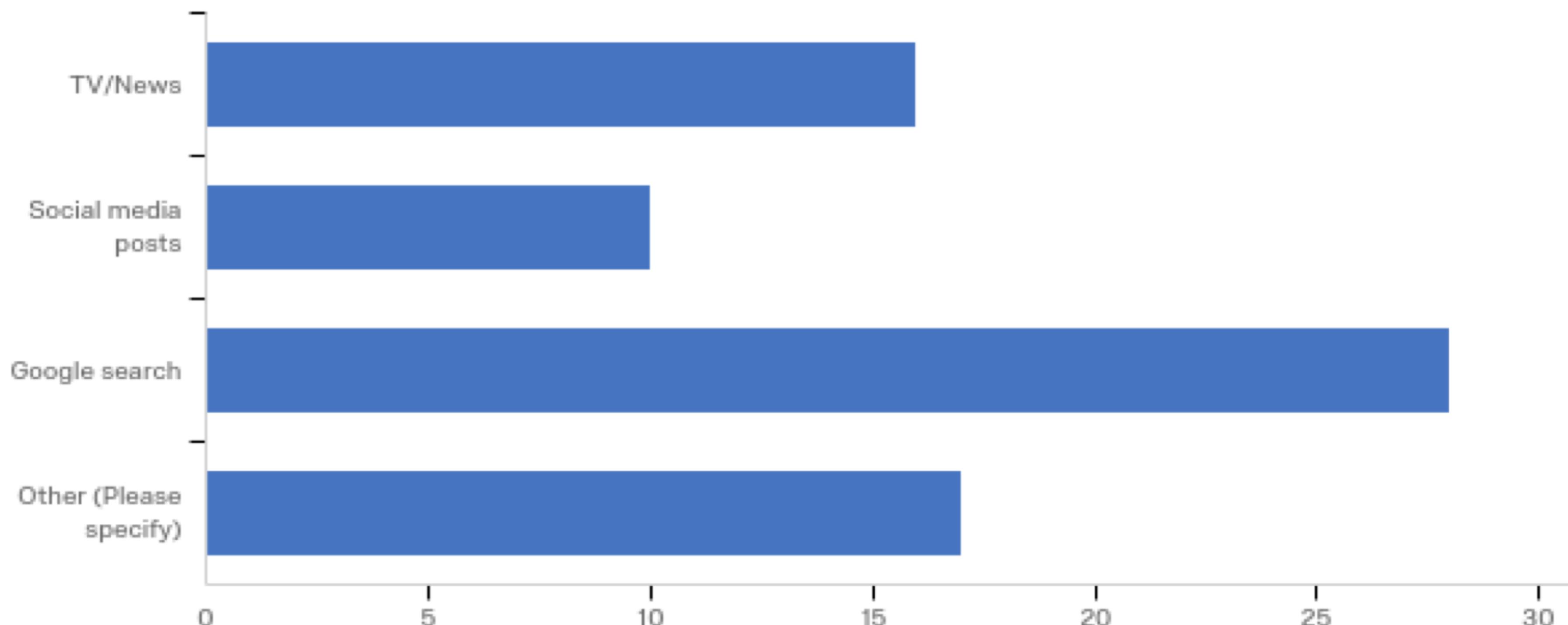
## How did you learn about the elections?



# SURVEYS

---

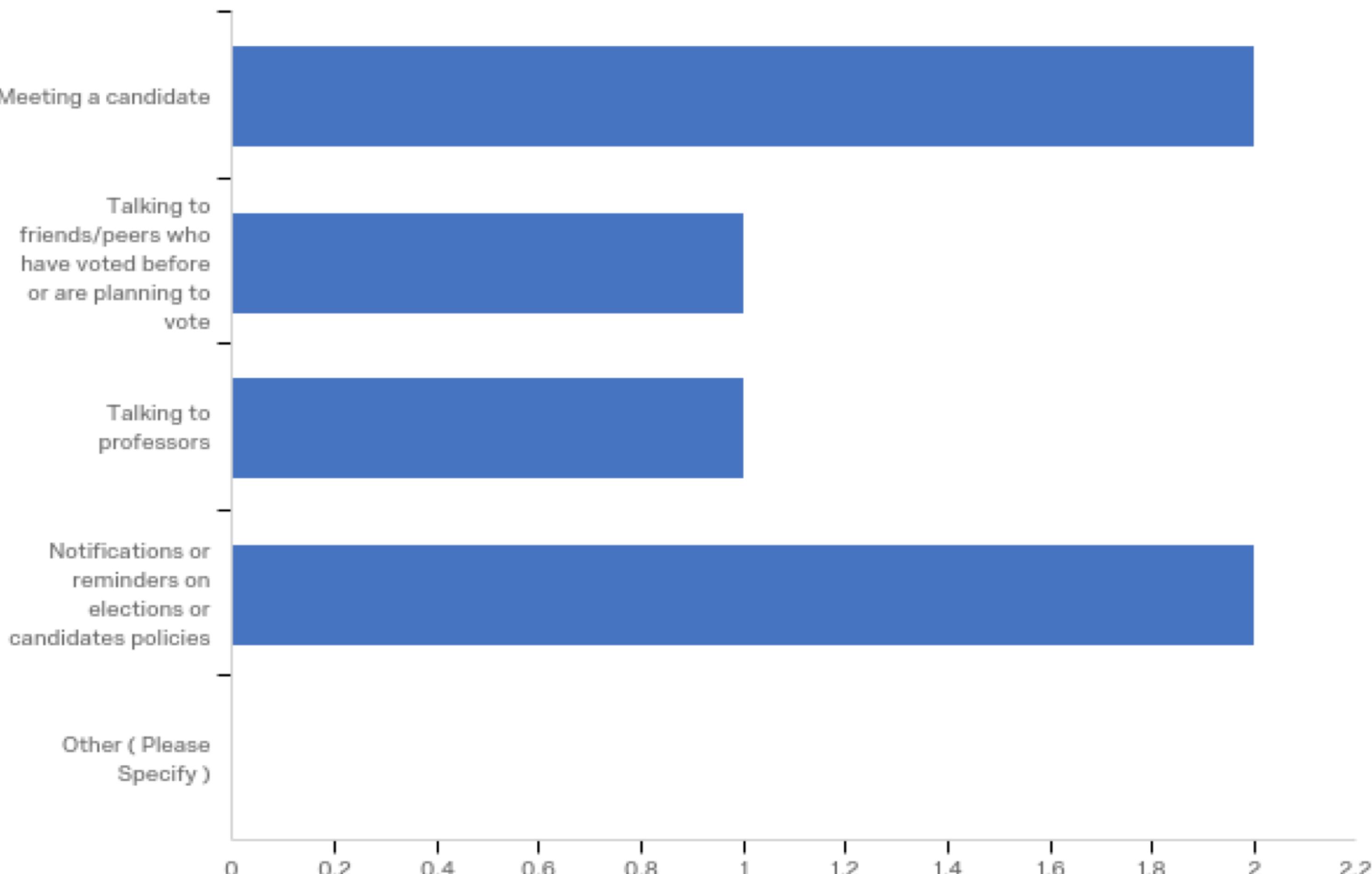
**What type of information was most helpful while deciding your vote?**



# SURVEYS

---

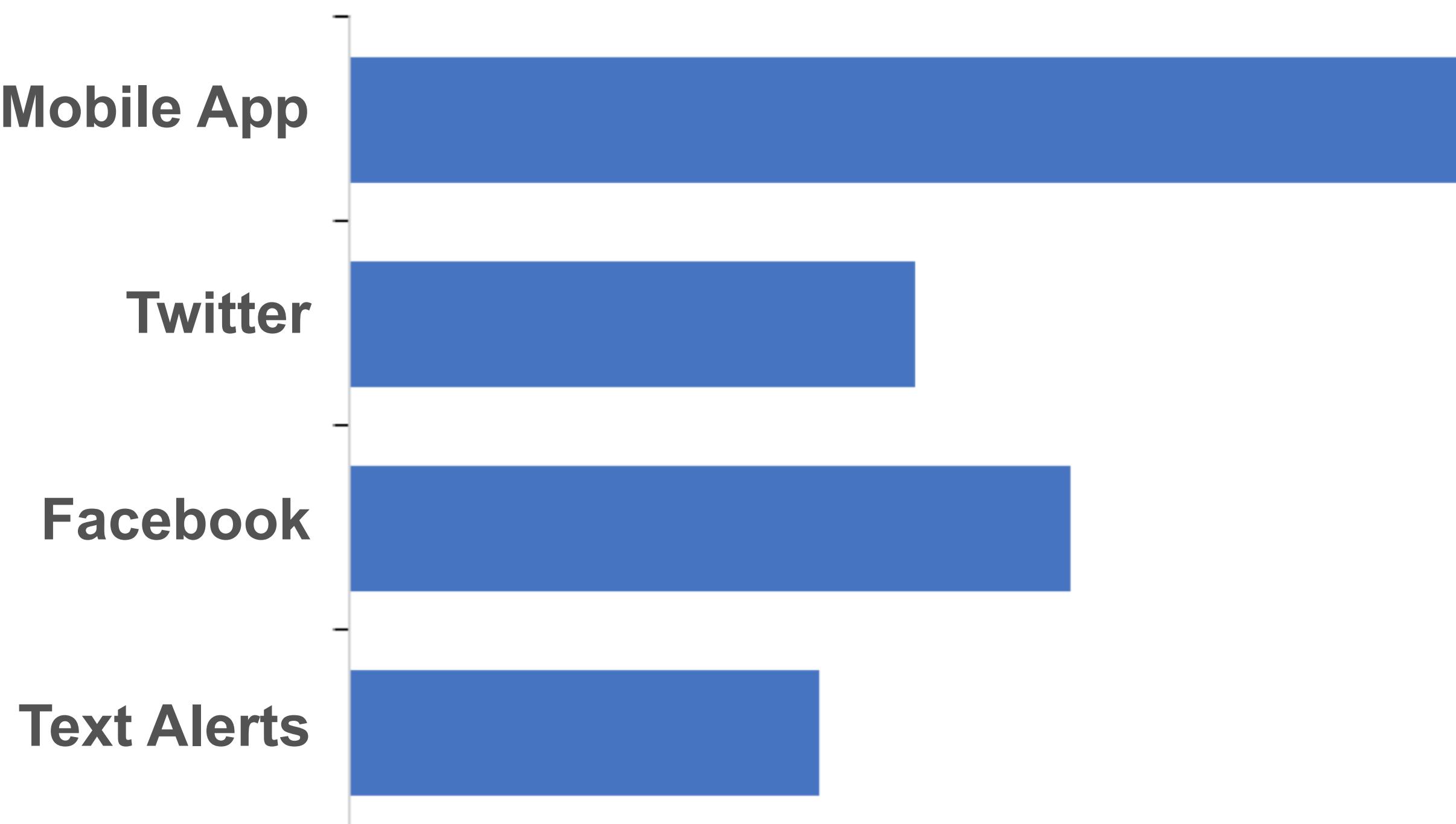
## What would motivate you to register for any upcoming election?



# SURVEYS

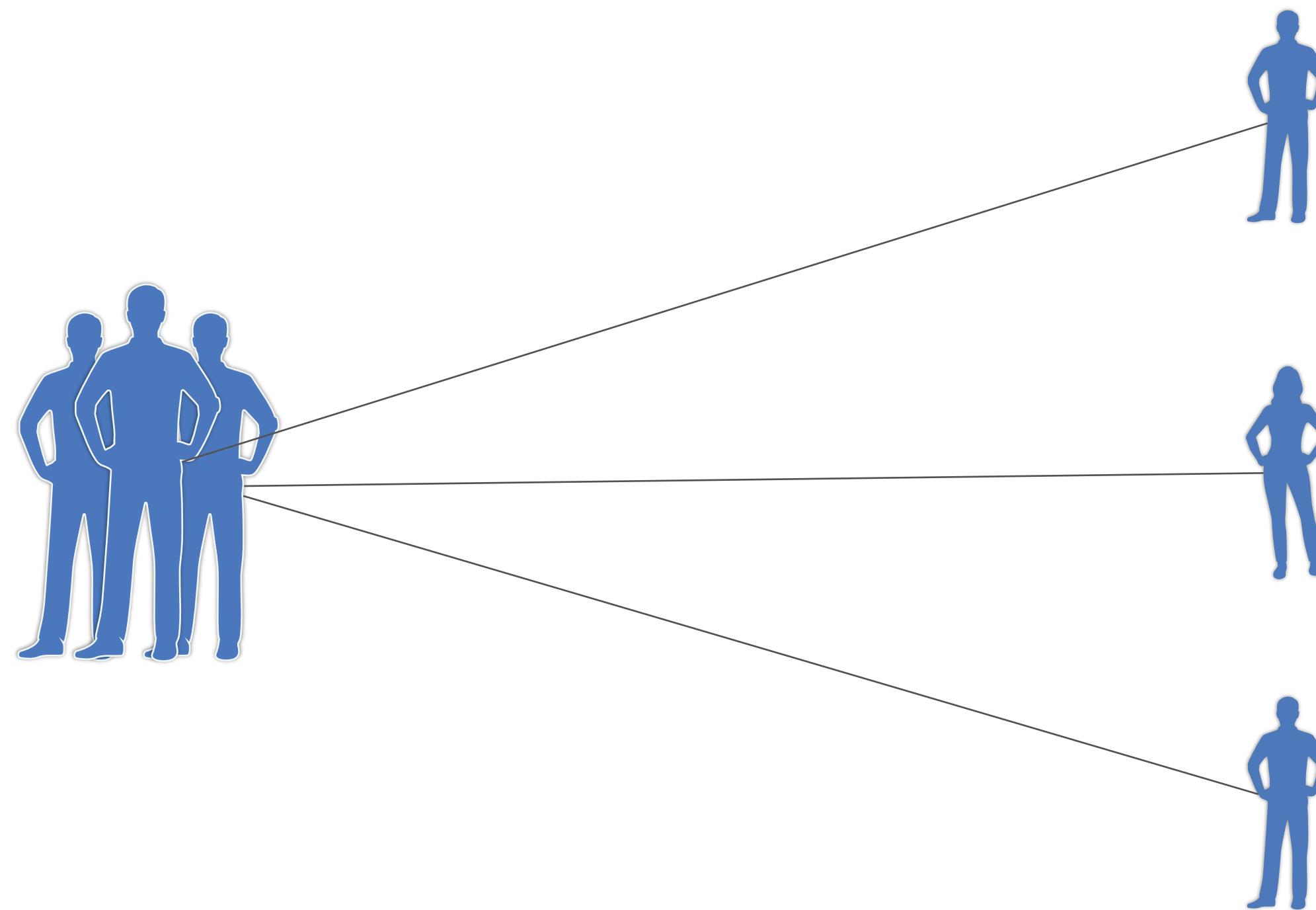
---

**Which of the following medium are you most likely to use as your information source when you decide to vote?**



# USER GROUPS

---



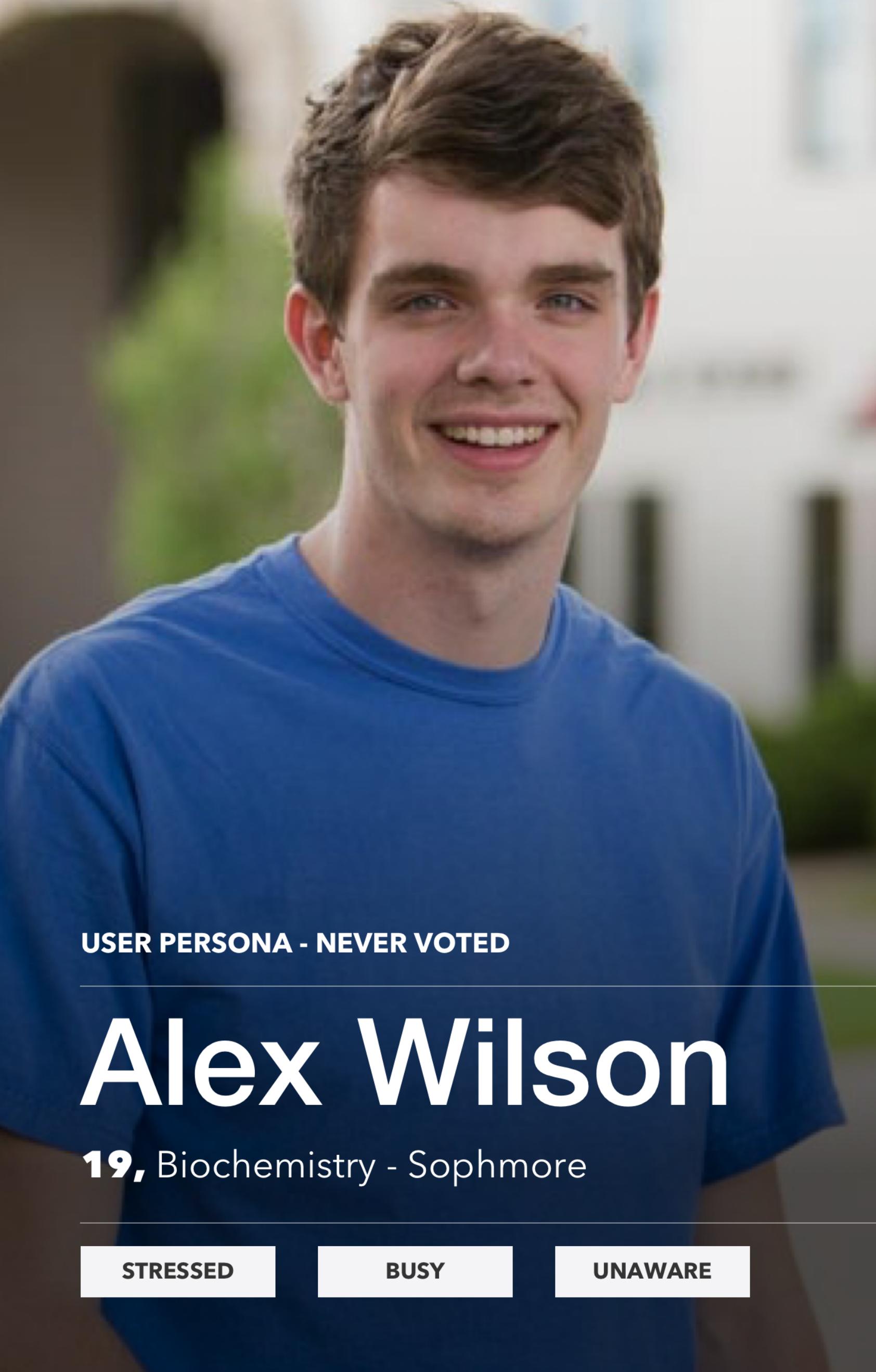
**Never Voted**

**Voted only once in  
presidential election**

**Voted in most elections**

# PERSONAS

**“** If I am busy then I will not vote.



#### USER PERSONA - NEVER VOTED

# Alex Wilson

19, Biochemistry - Sophomore

STRESSED

BUSY

UNAWARE

#### BEHAVIOR

- He is usually busy during the semester with exams and assignments.
- Visits hometown during summer.
- Socially active on social media like Facebook and Twitter.
- Occasionally reads news highlights from social media because it is easy to digest and constantly updated.

#### PAIN POINTS

- Cannot spend much time on researching about election dates or candidates because he is usually busy during the semester.
- Cannot prioritize voting over midterms, exams or assignments.

#### GOALS

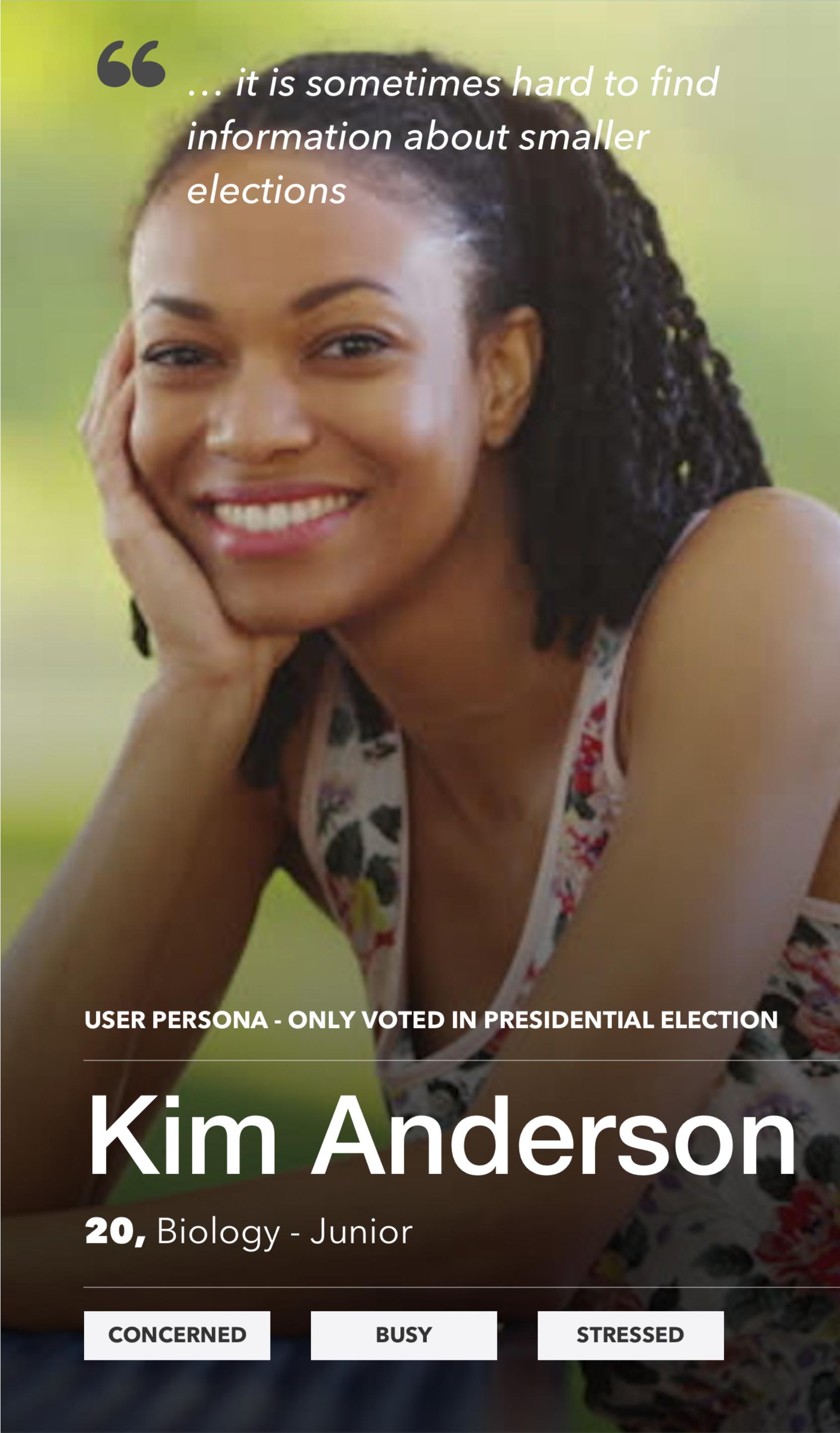
- He would like to vote after knowing all the candidates that are running in the election.
- He would also like to be aware of candidate policies, especially those that aligns with the issues he cares about.

#### MOTIVATION

- Meeting a candidate.
- Alerts/notifications about candidates and election dates.
- Talking to friends and family

#### BIO

Alex is a 19-year old registered voter from Travis county. One day, on his way to his class, he notices some signs on campus, informing students about upcoming local election. Since he was a registered voter, he decided to vote after doing some research on the candidate. As the election day approaches, he gets busy with the preparation of his midterms. On the day of election he realizes that he did not do any research on the candidates that are running in that election, so he decided not to vote. It did not affect him much because he thought that one vote does not make a difference.



**“**... it is sometimes hard to find information about smaller elections

#### USER PERSONA - ONLY VOTED IN PRESIDENTIAL ELECTION

# Kim Anderson

**20,** Biology - Junior

CONCERNED

BUSY

STRESSED

## BEHAVIOR

- Active on social media like Twitter, Reddit and Facebook
- Does not actively watch news but stays updated through social media

## PAIN POINTS

- Unsure of where to start the research from and cannot find non-partisan sources.
- Unable to stay updated with local elections/candidates running in the local elections and does not feel educated enough to make a decision.
- Cannot prioritize voting over midterms, exams or assignments.
- Finds it difficult to stand in long lines during the election.

## GOALS

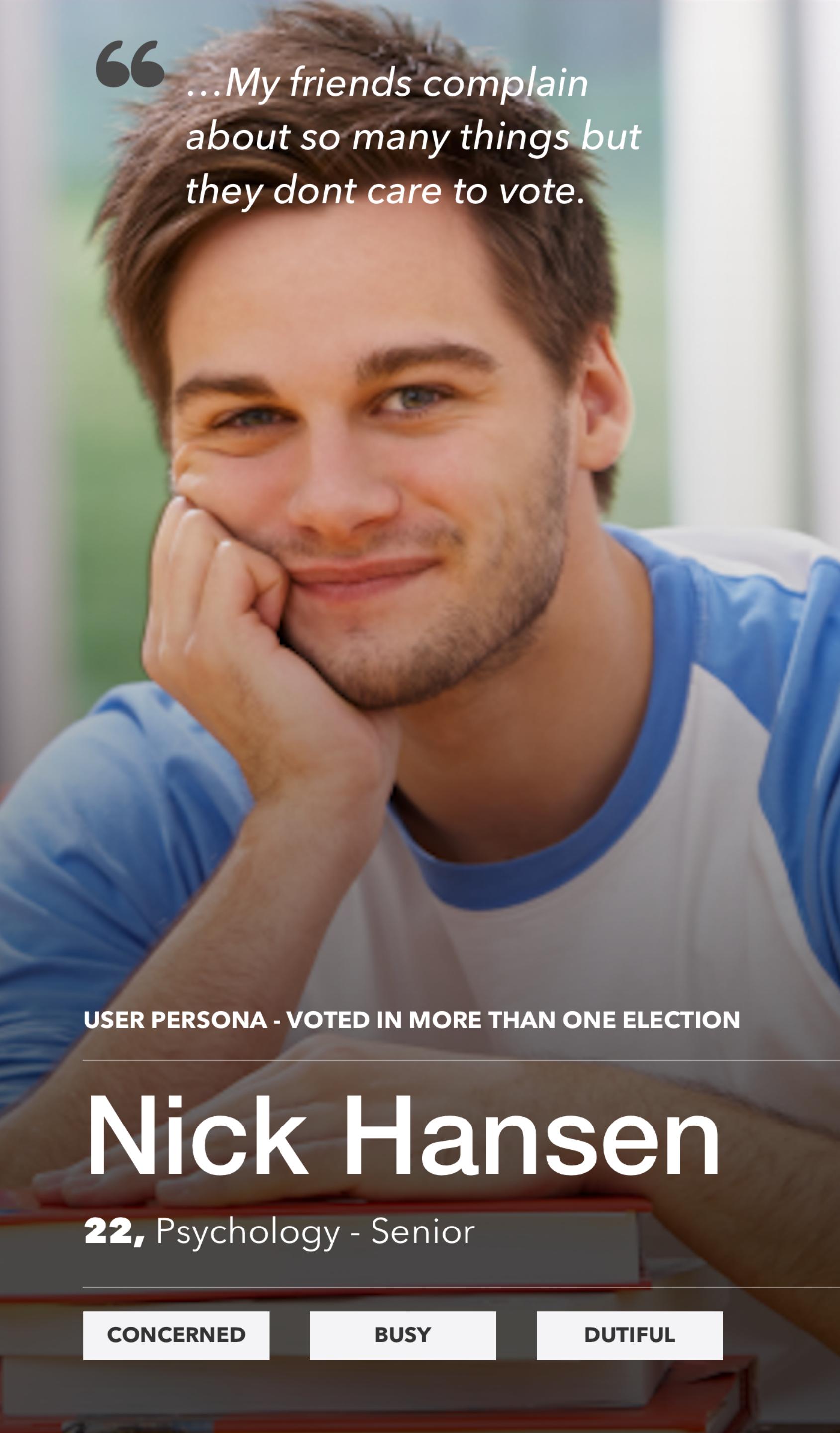
- Become more active and informed voter.

## MOTIVATION

- Meeting a candidate.
- Alerts/notifications about candidates and election dates.

## BIO

Kim is a 3rd year undergraduate student at UT Austin, registered to vote from Travis county. She would like to be more informed and learn about upcoming elections, but finds the information on the internet very overwhelming. Because of the people or the groups she follows on social media, she does not get a lot of information regarding elections on her feed. In 2016 presidential election, she had to stand in long lines which led her to skip a class. Although she thinks that her vote does not make a difference, she is happy because she thinks that she has fulfilled her civic duty.



**“**...My friends complain about so many things but they dont care to vote.

#### USER PERSONA - VOTED IN MORE THAN ONE ELECTION

# Nick Hansen

**22,** Psychology - Senior

CONCERNED

BUSY

DUTIFUL

## BEHAVIOR

- Active on social media like Twitter, Reddit and Facebook
- Stays updated by listening to news on NPR, CNN
- Talks to his friends about politics and issues like immigration and firearms.
- Follows governors and mayors on Twitter.

## PAIN POINTS

- Hard to find sources that are non-partisan
- Unable to stay updated with local elections/candidates running in the local elections.
- Finds texts and notifications annoying.

## GOALS

- Avoid waiting in lines while voting
- Motivate others to realize their civic duty.
- Become a well informed voter.

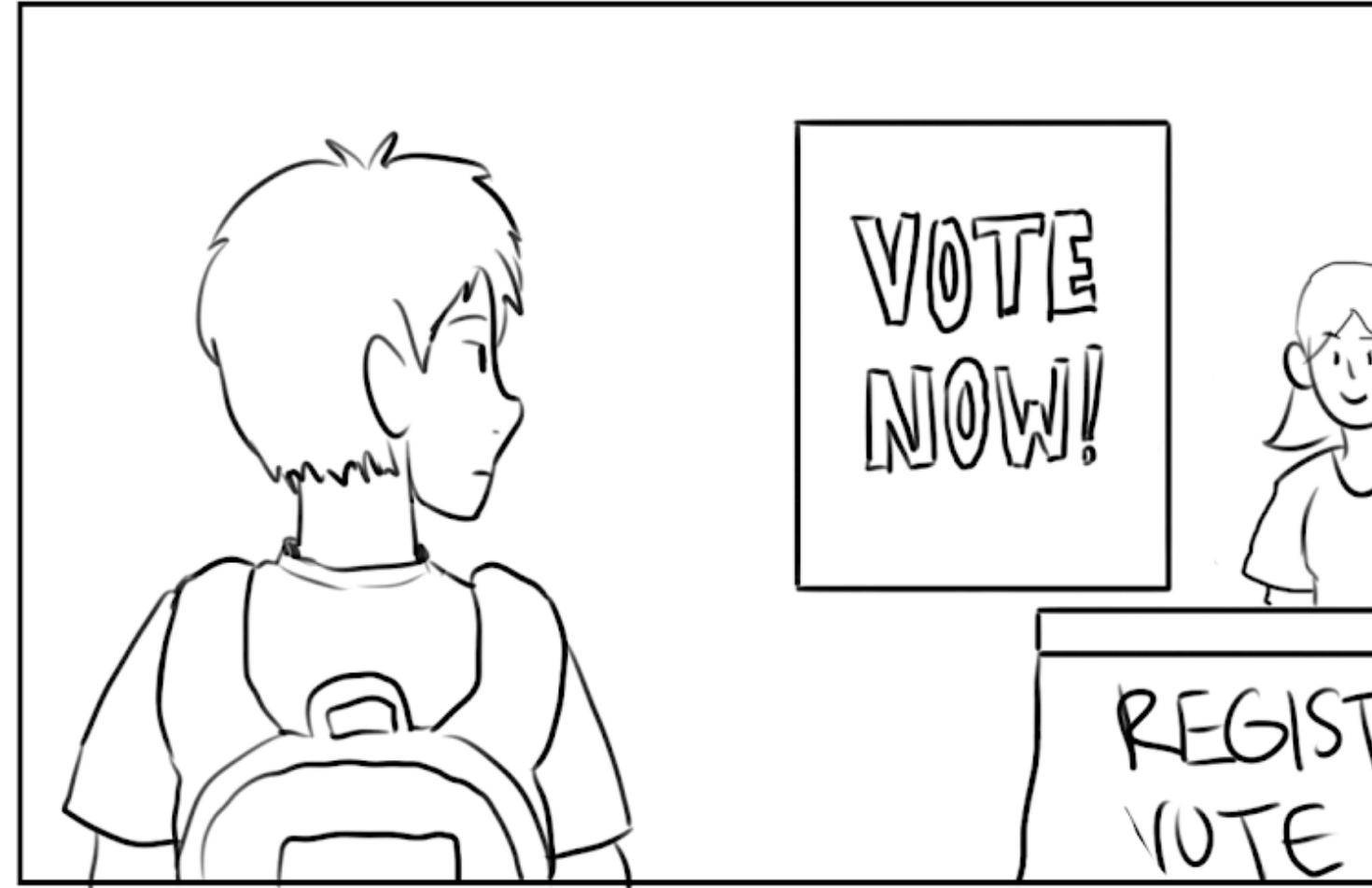
## MOTIVATION

- Social media updates
- Meeting a candidate

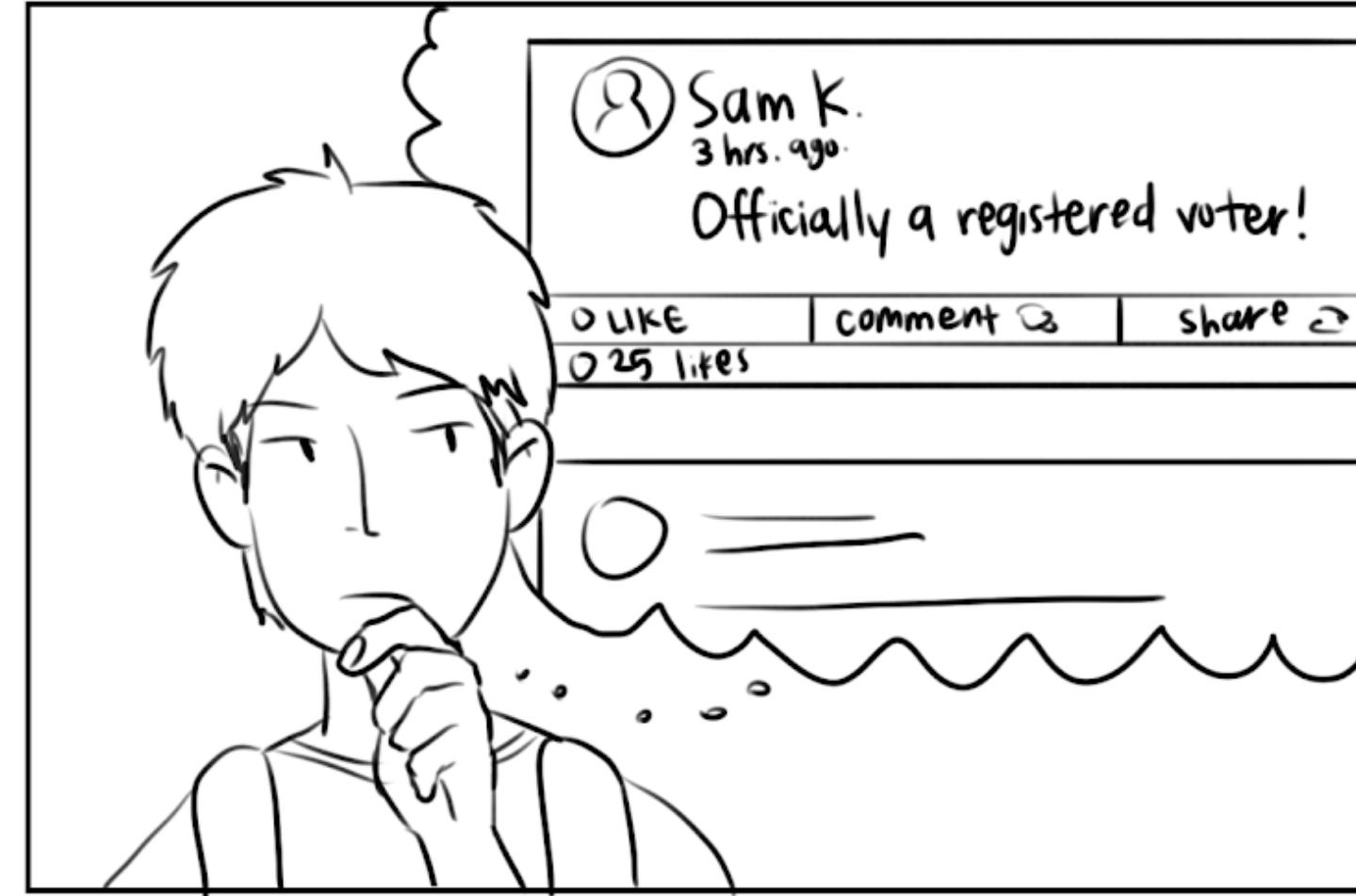
## BIO

Nick is 22-year old student studying psychology at UT Austin. He is a registered voter from Travis county and has casted vote in 2016 presidential election and some of the local elections after that. He cares about laws and policies related to immigration and firearms. He also feels that cases related to sexual assault and violence are not properly addressed by college. It is hard for him to find non-partisan sources to make well-informed decision, so he usually votes for the candidate who talks about the issues that aligns with what he supports.

# STORYBOARDS



19-year old Alex was walking by the main campus and notices voters registration campaign.



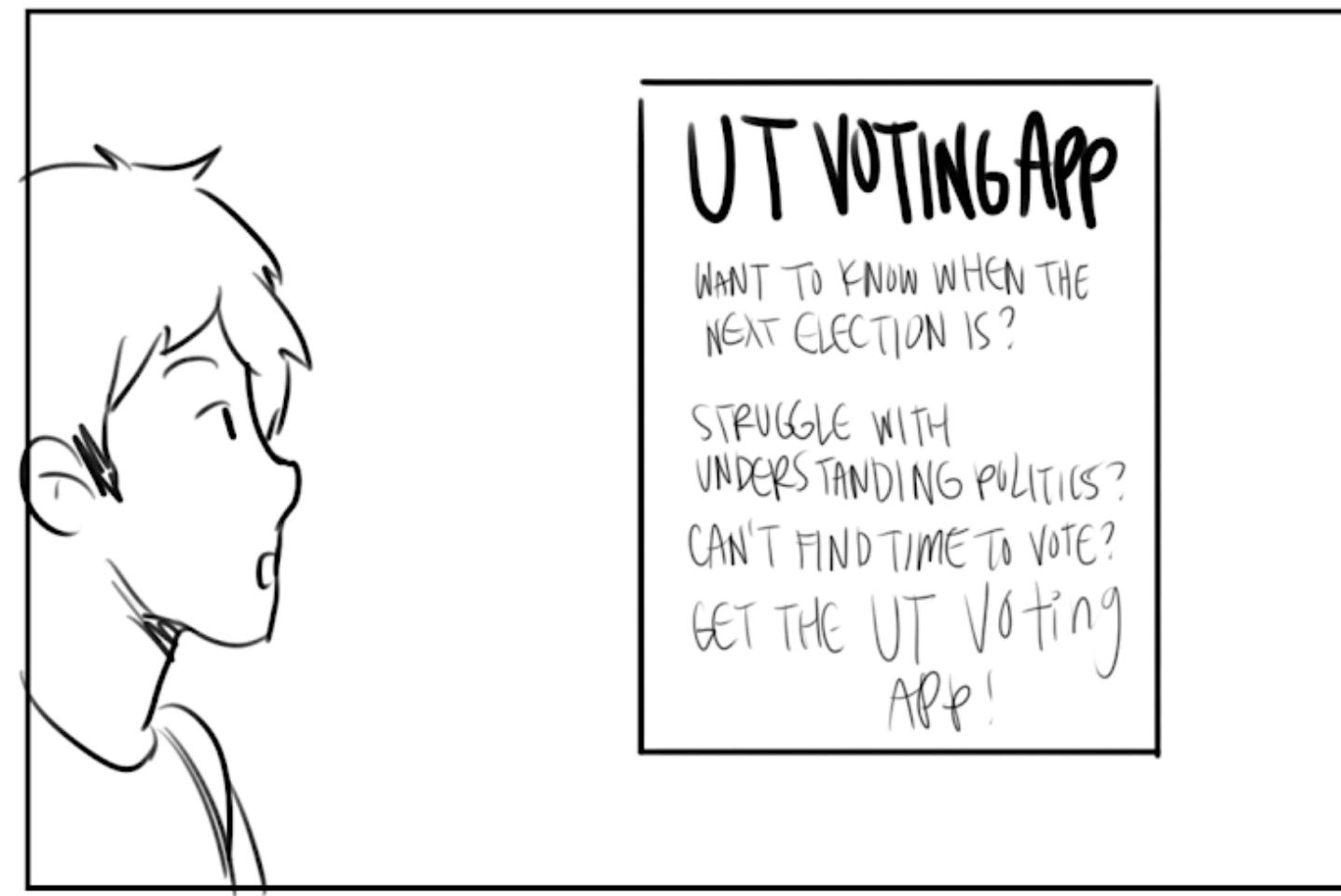
He remembers a Facebook status a friend recently made and wonders if he's the only one who hasn't registered to vote.



He hesitates to register because he doesn't know anything about voting, elections, or candidates.



He notices a poster about a UT Voting app near the voter registration booth.

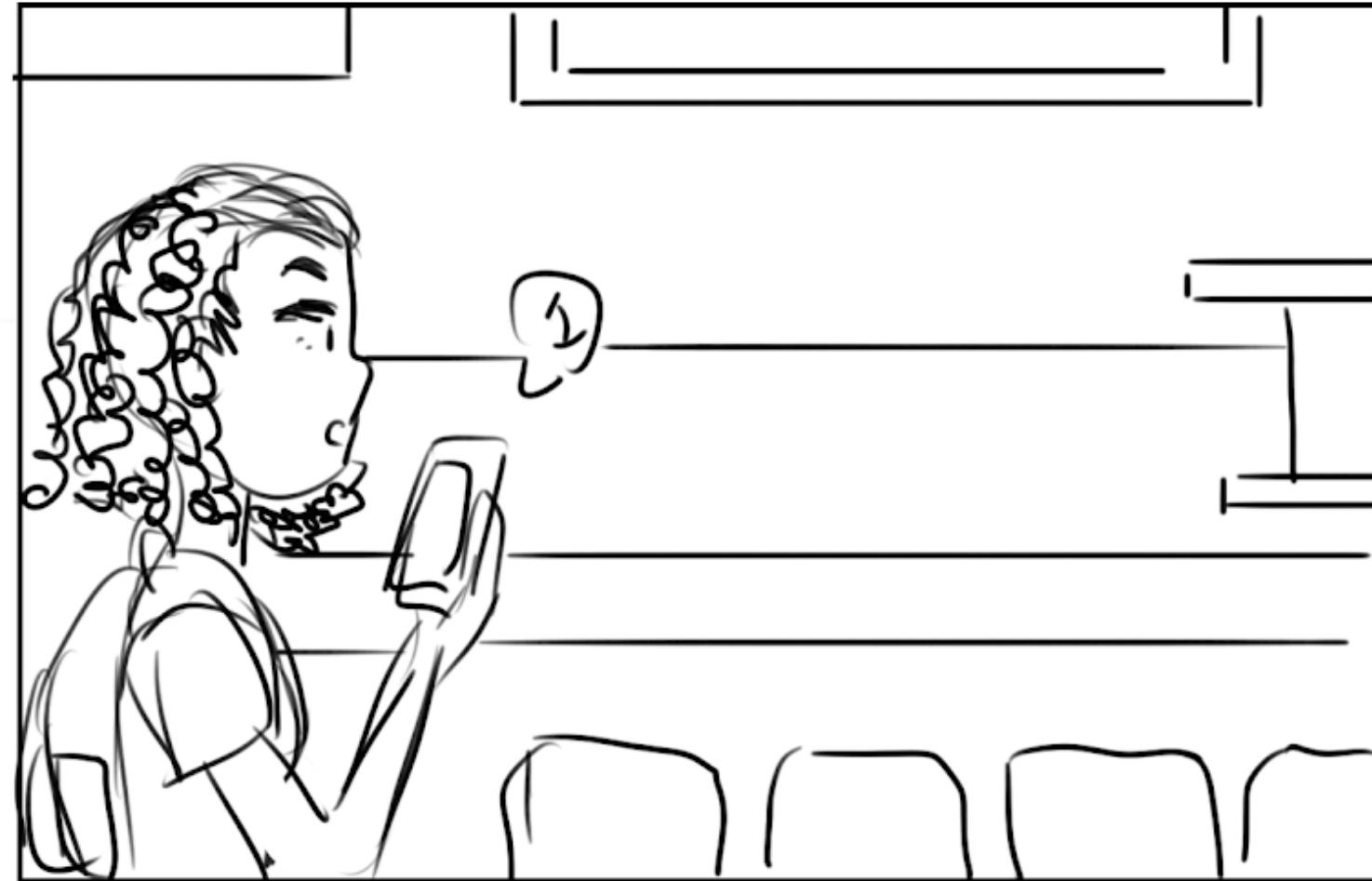


The content on the poster really resonates with him and intrigues him.

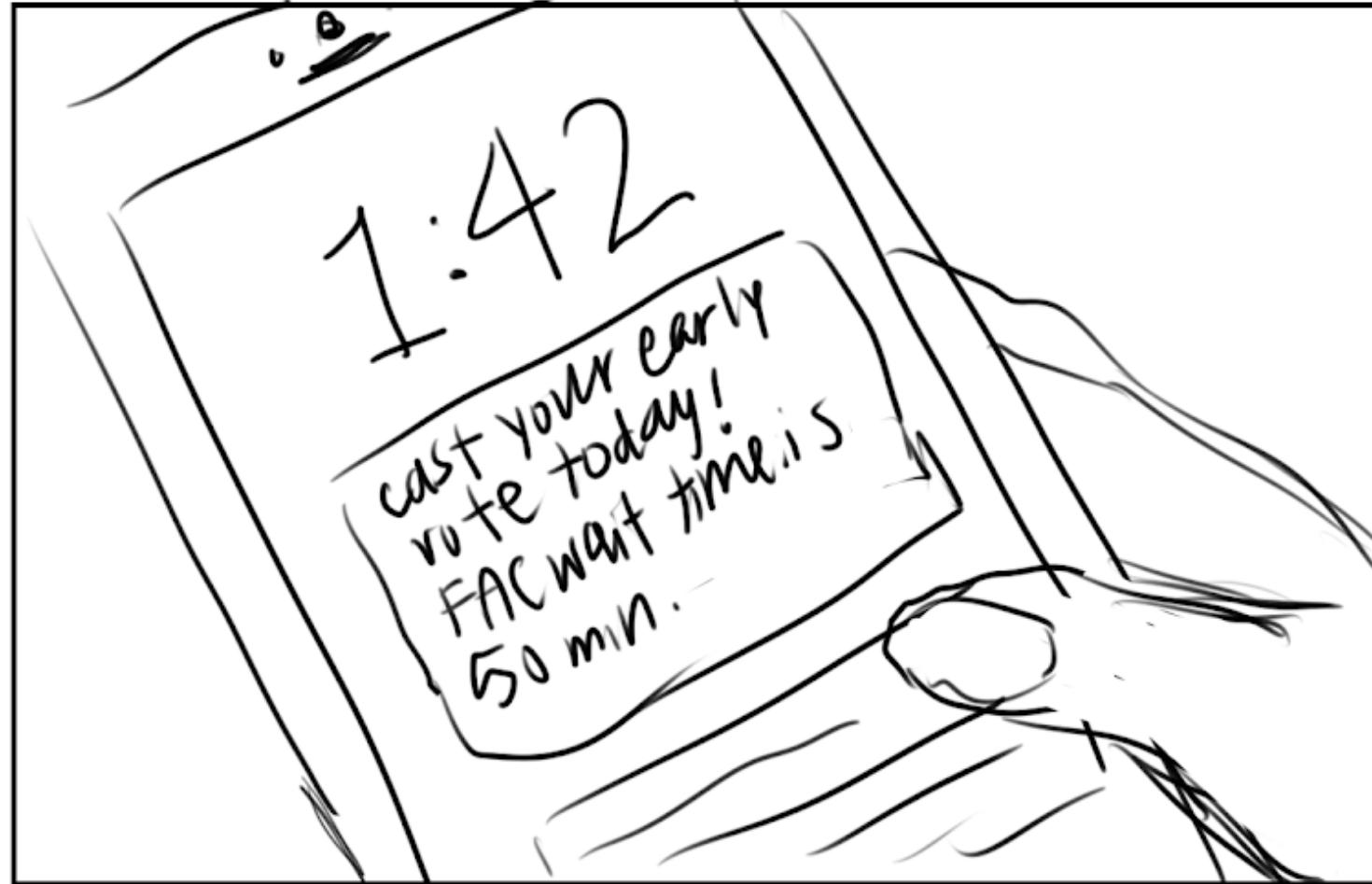


He decides to register to vote and downloads the voting app.

## Storyboard 1 - First exposure to the app



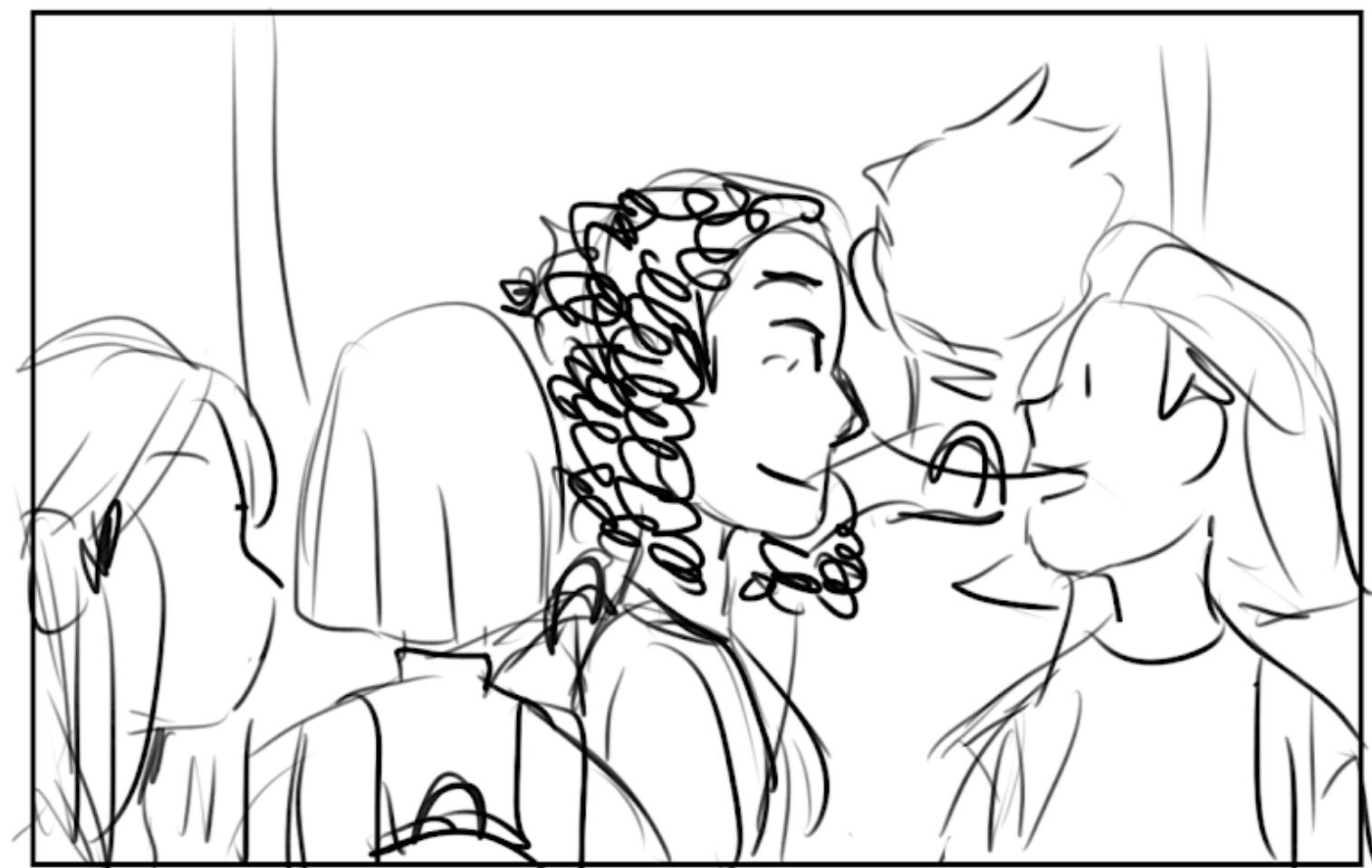
20 year old Kim goes to class when she gets a notification from the UT voting app.



The app notifies her of the current wait time for early voting at the FAC.



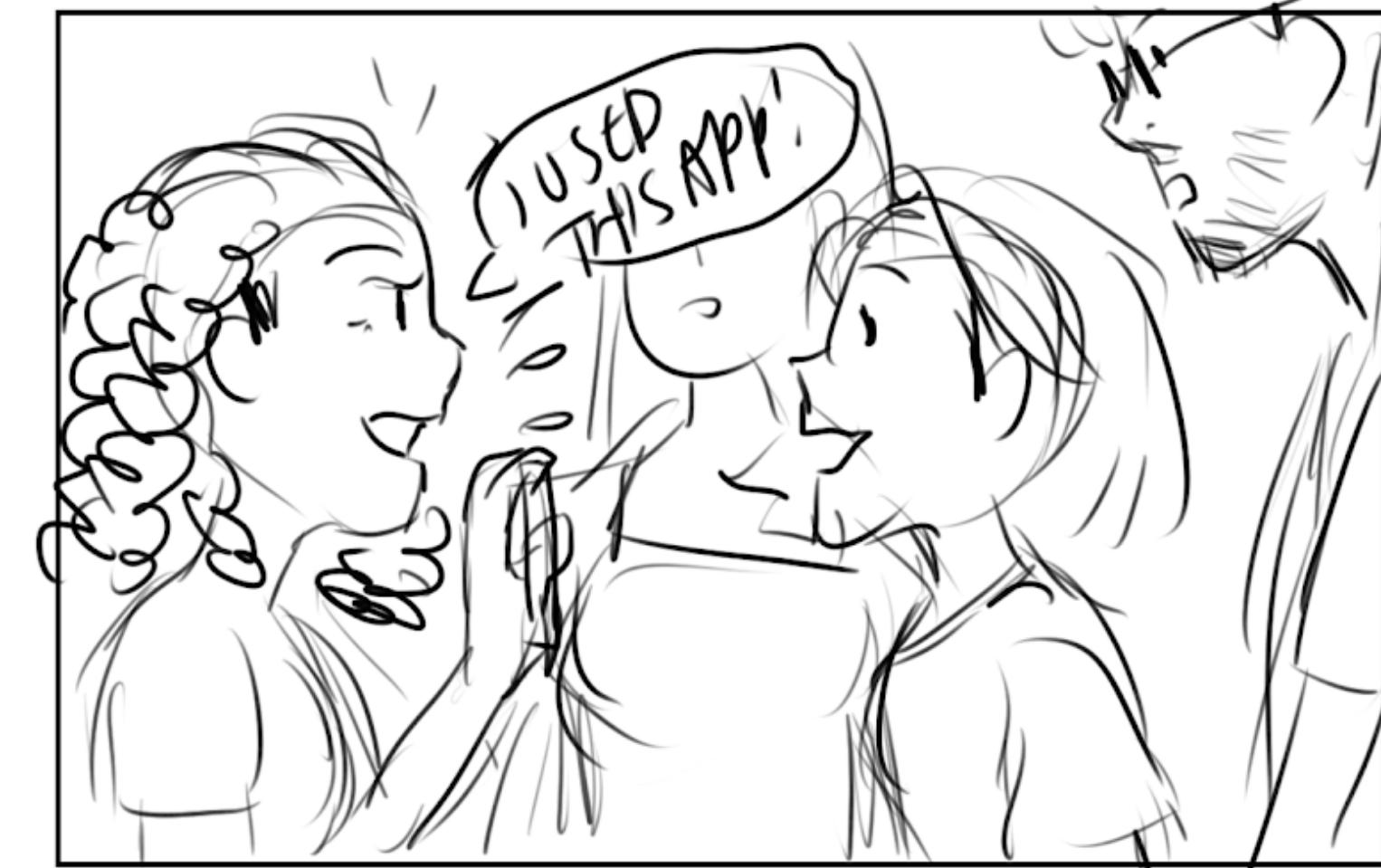
She doesn't want to skip class, so she checks the wait time after class, and it's only 18 minutes!



Kim goes to the FAC to vote.

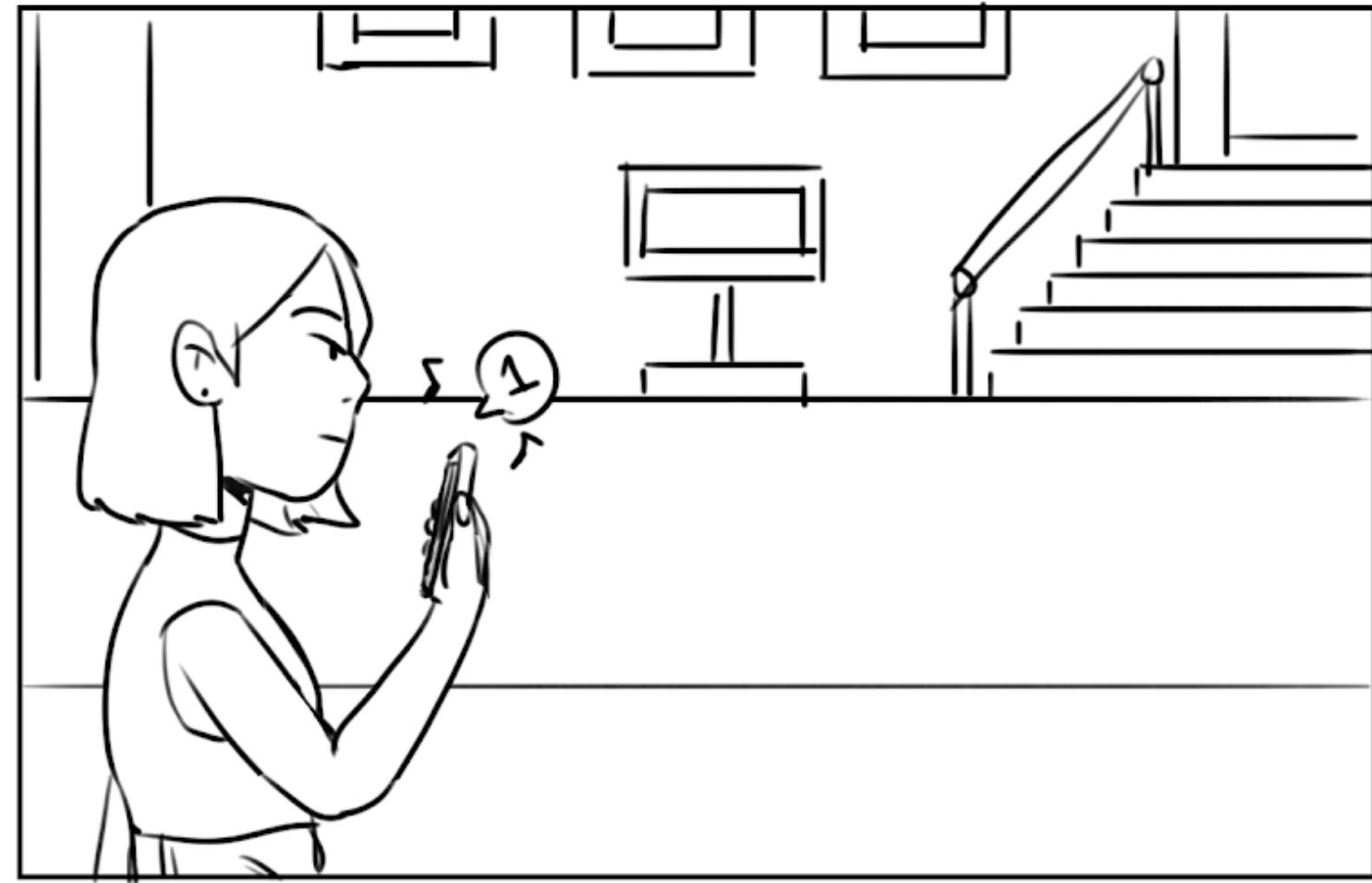


While still at the FAC, after voting, the app checks in with her and asks her to share a photo of her wearing the I Voted sticker to Twitter.



The next day, 3 of her friends approach her after seeing the Tweet she shared. She's really excited and tells them about the app.

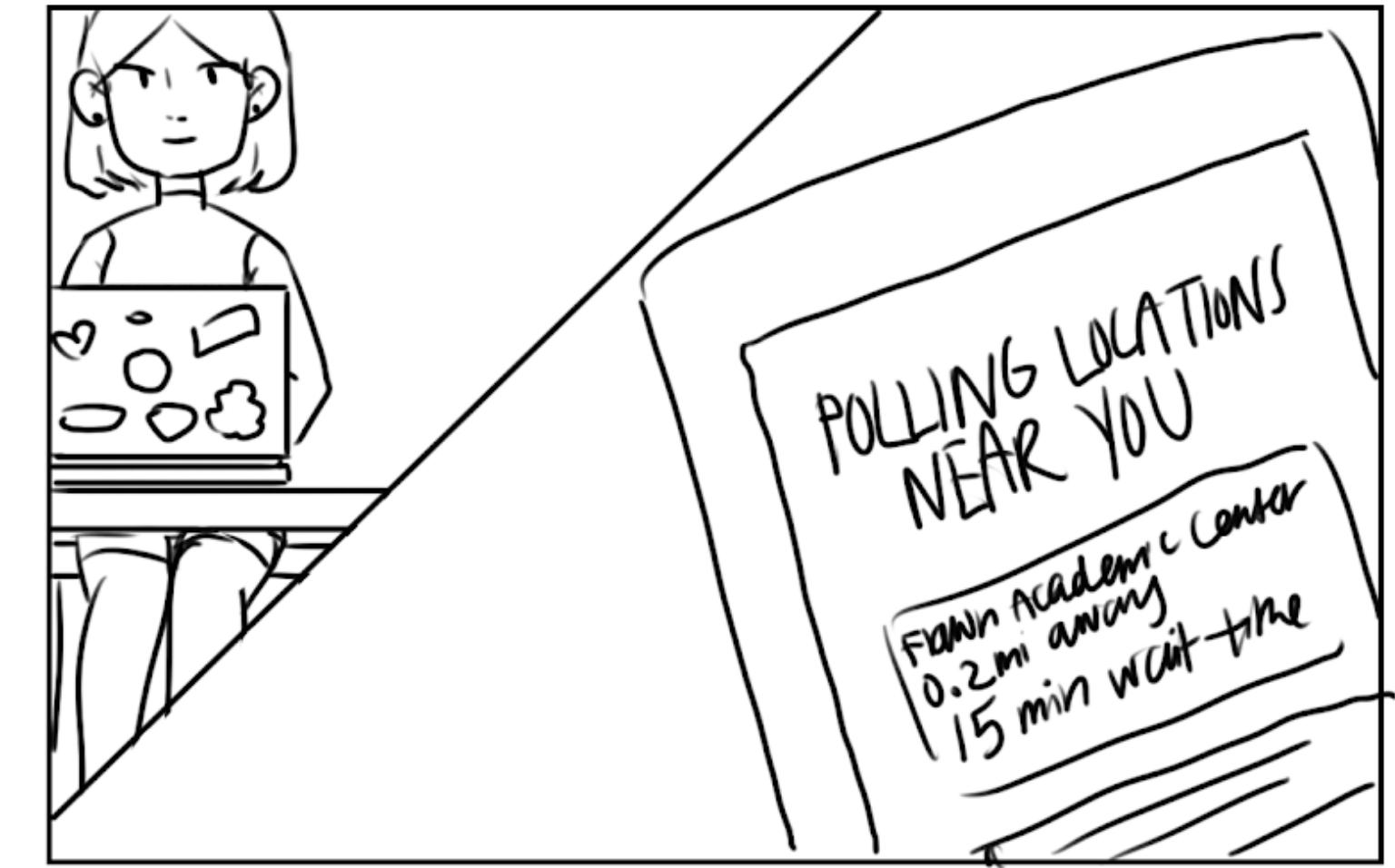
## Storyboard 2 - Encouraging peers to vote



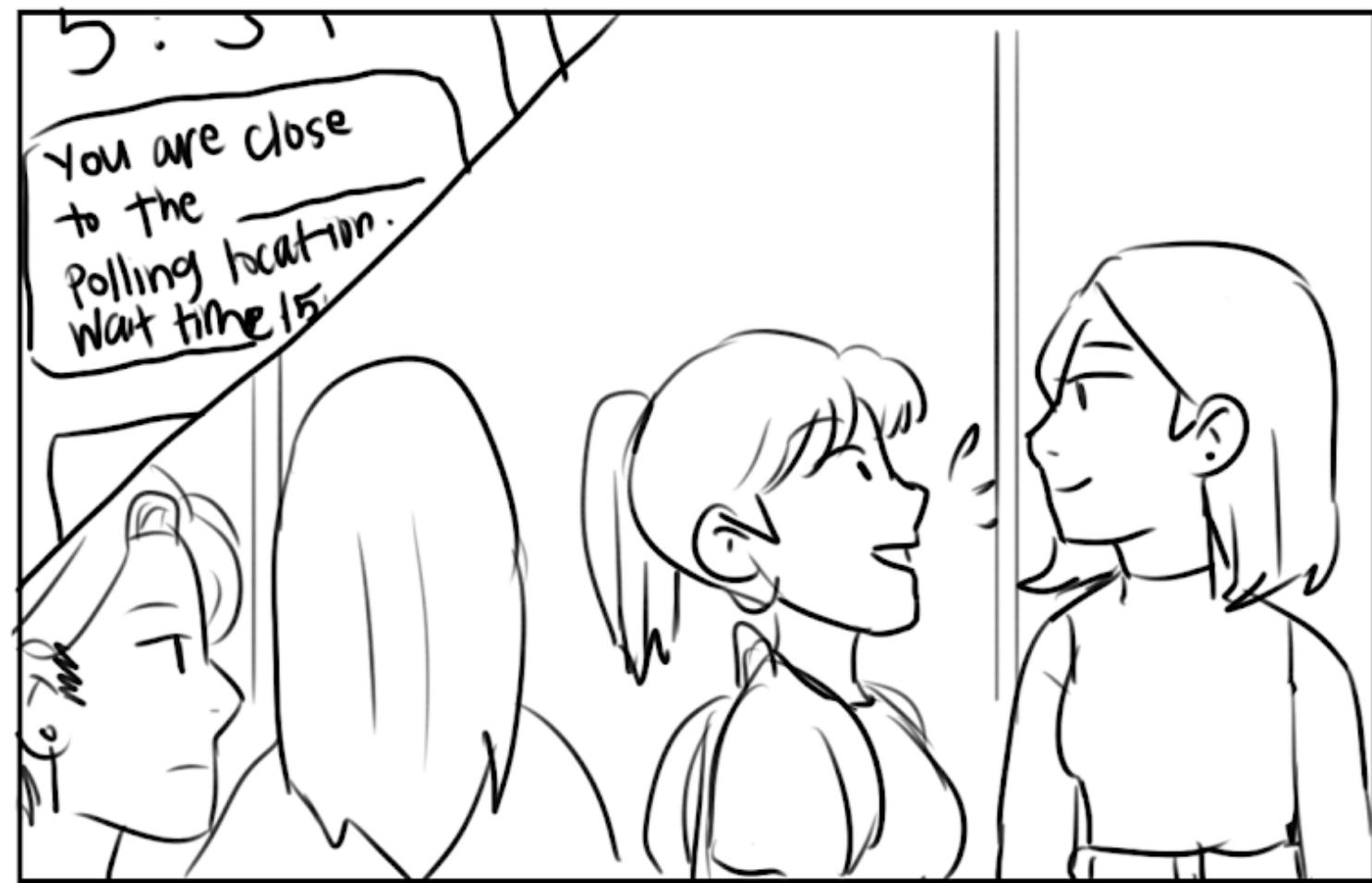
Jessica is walking on campus when she receives a notification from the UT voting app.



The app notifies her that the nearest polling location is the FAC and that the current wait time is 20 minutes.



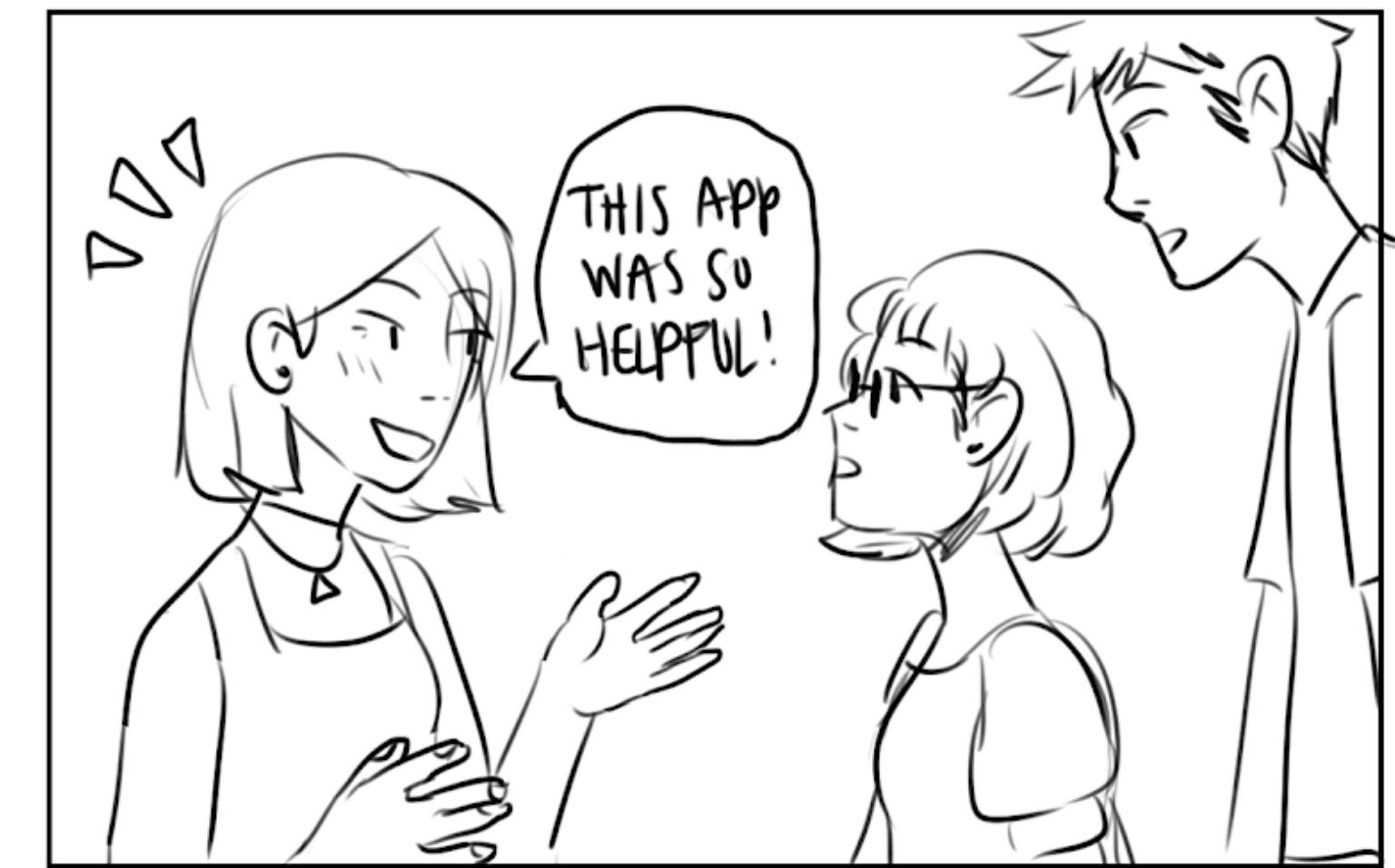
She has a class she needs to attend, so she opens the notification and checks what other polling locations are nearby.



When she finishes classes for the day, the app notifies her that she's close to another polling center, so she decides to go vote.



After voting, the app checks in with her, and she shares a selfie on Twitter.

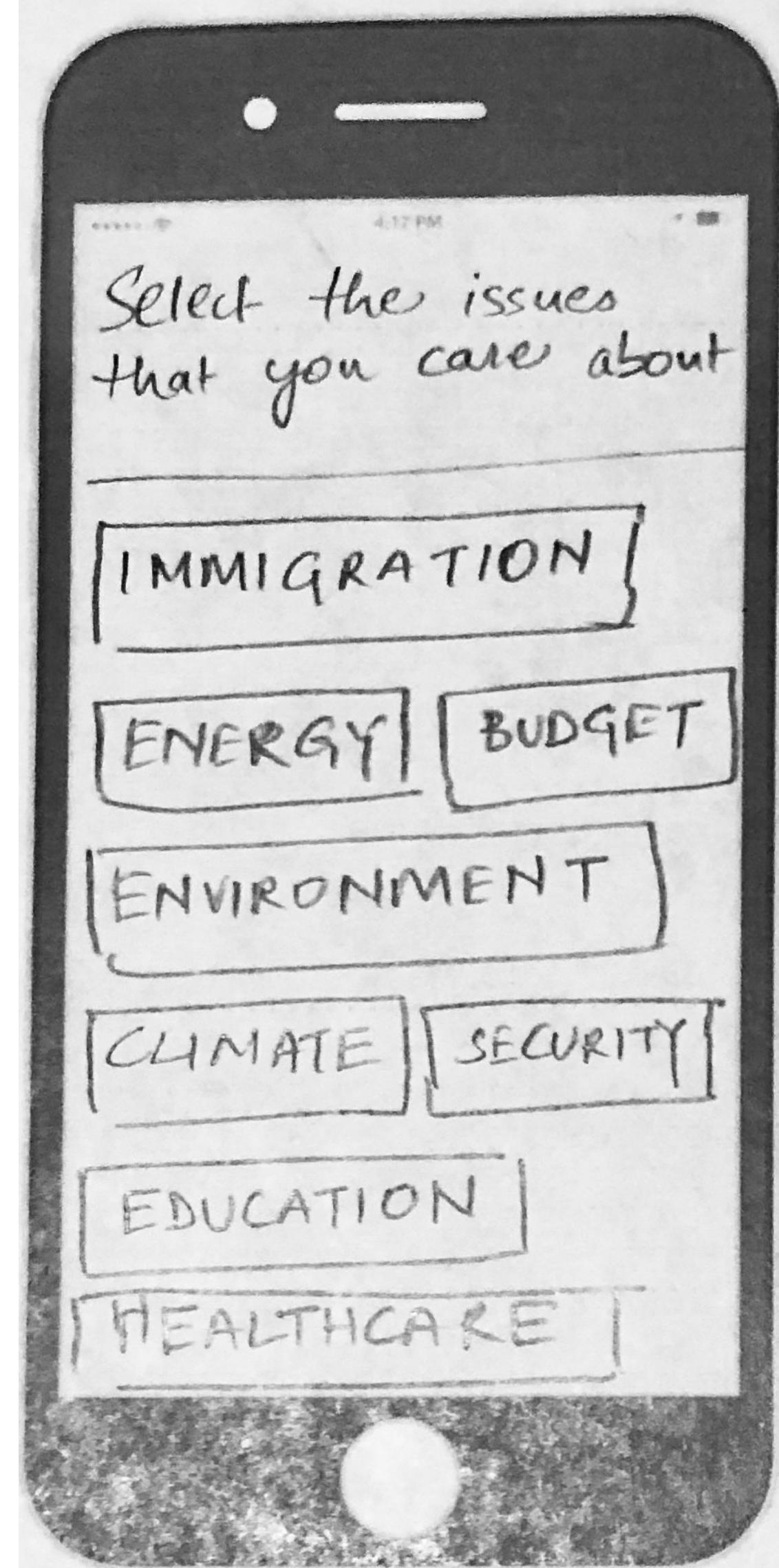


She enthusiastically tells her friends about how helpful the app was the next day.

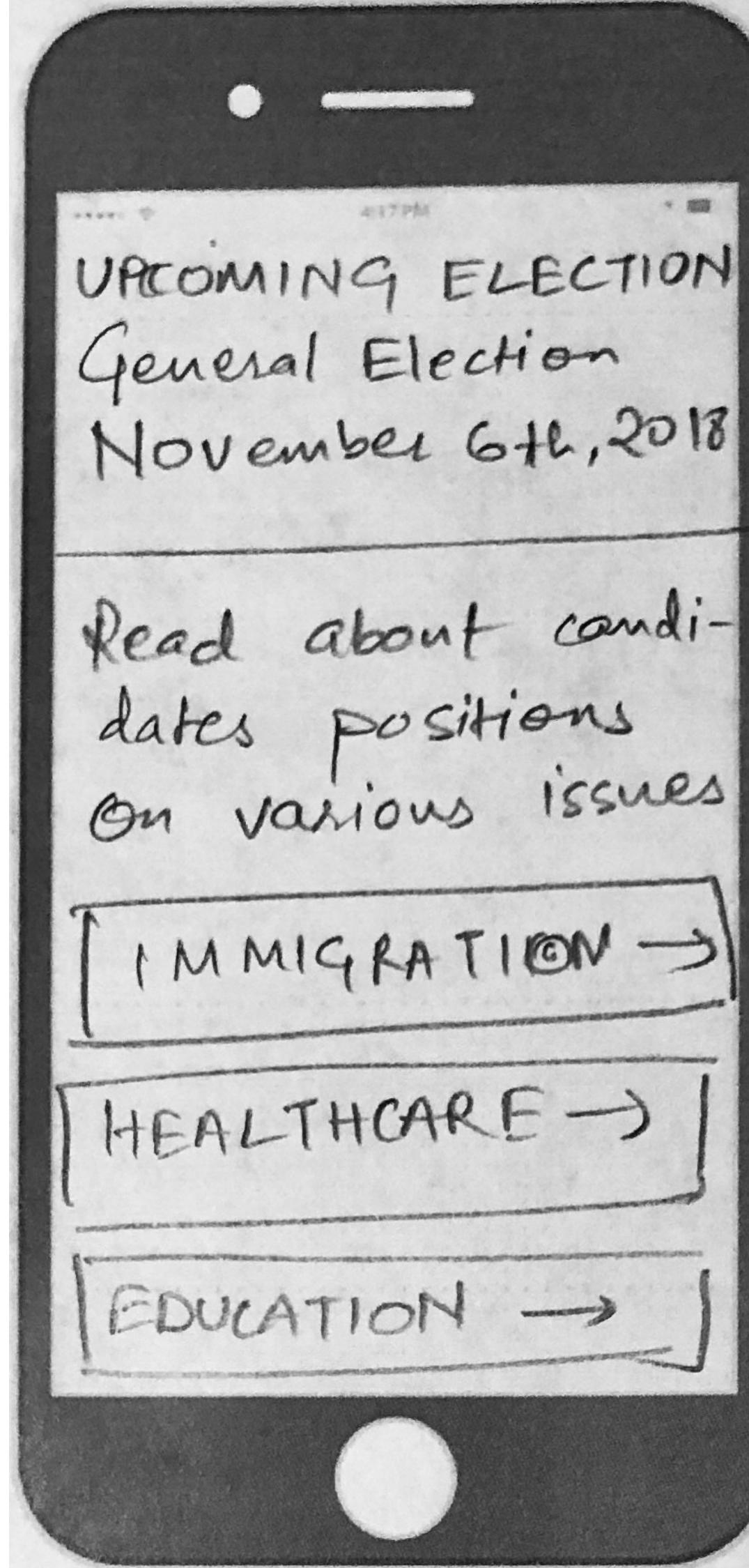
## Storyboard 3 - Locating polling locations

# INITIAL CONCEPTS

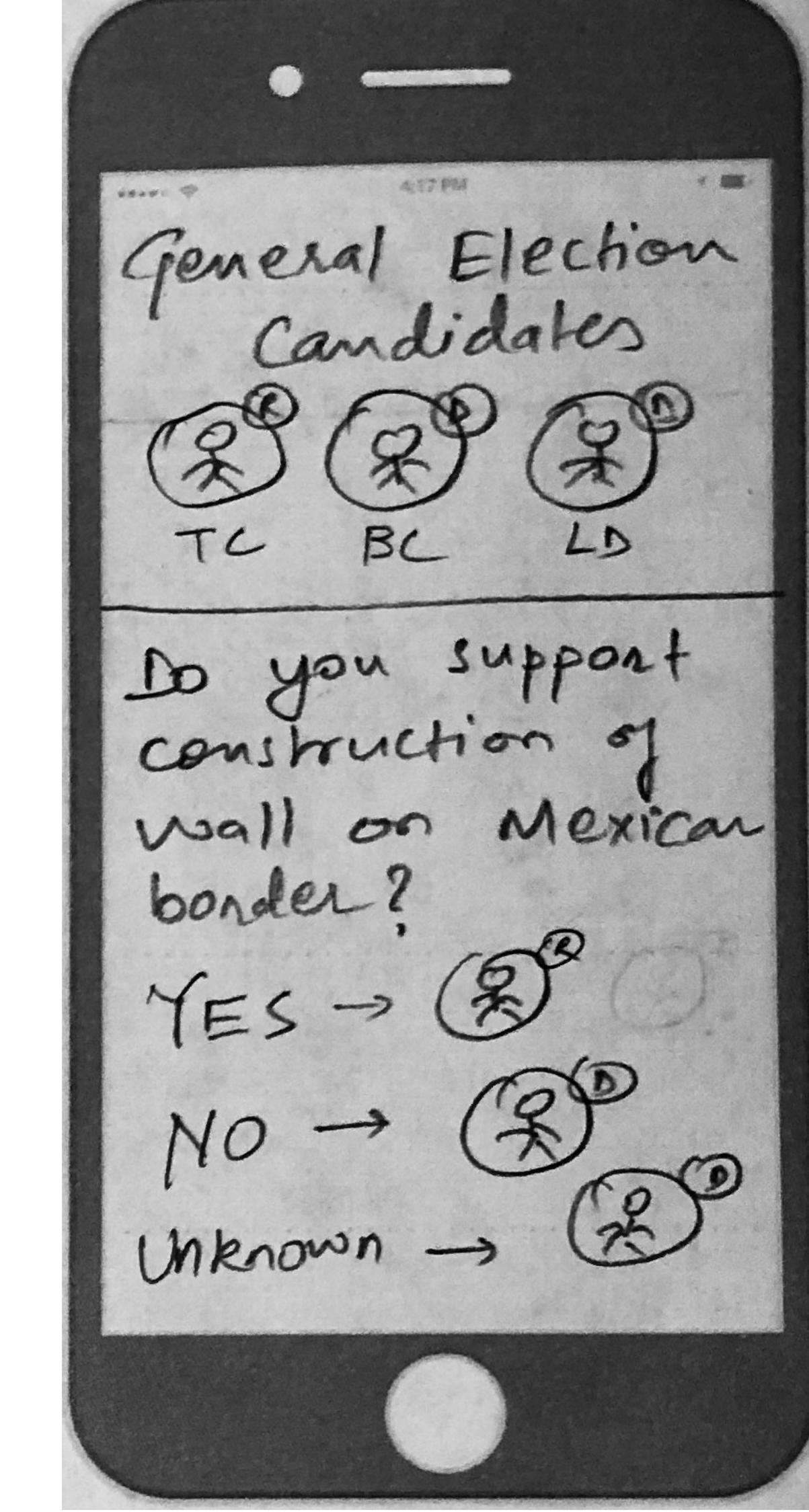
This step was important to get a clear understanding of client's requirements and their vision.



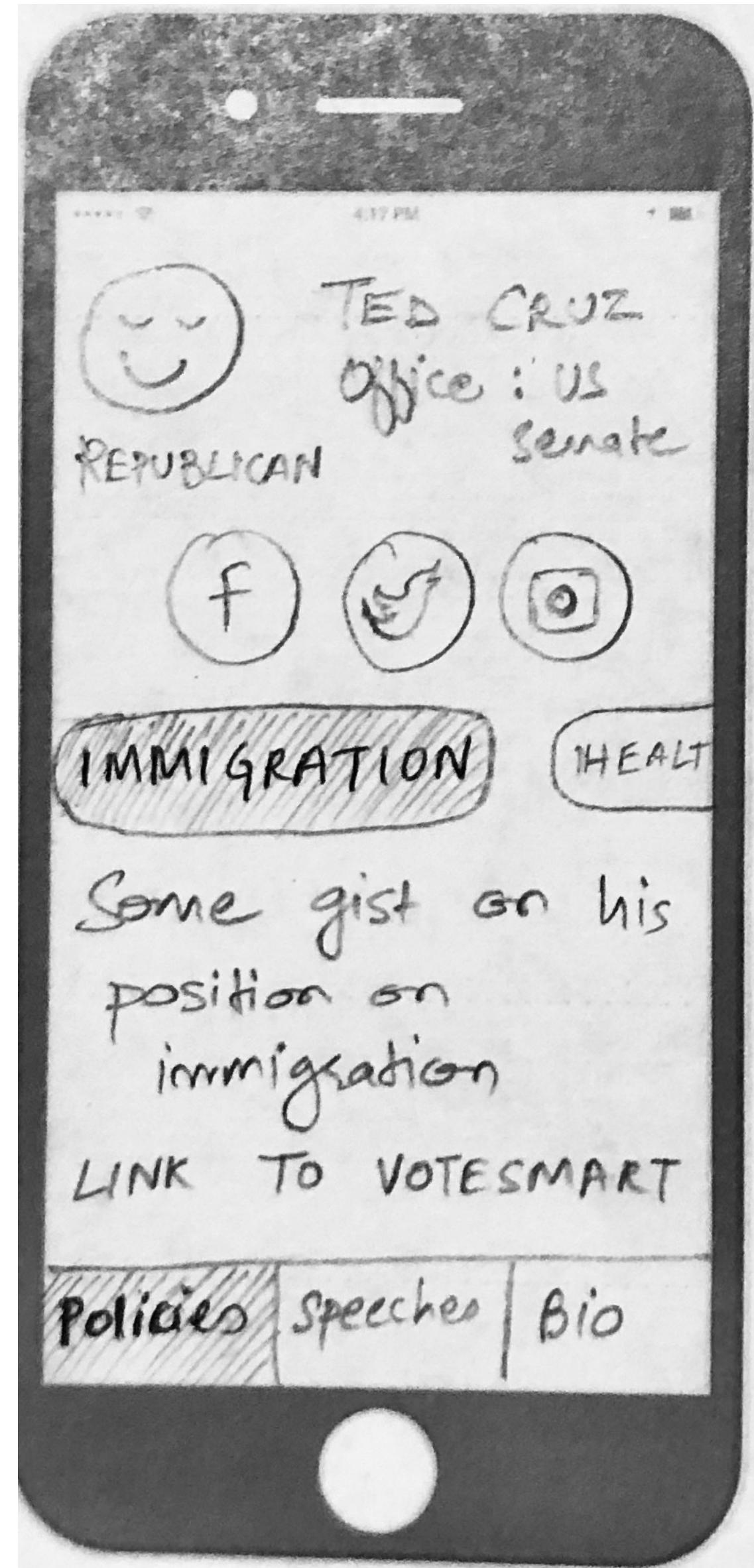
User select the issues that they care about



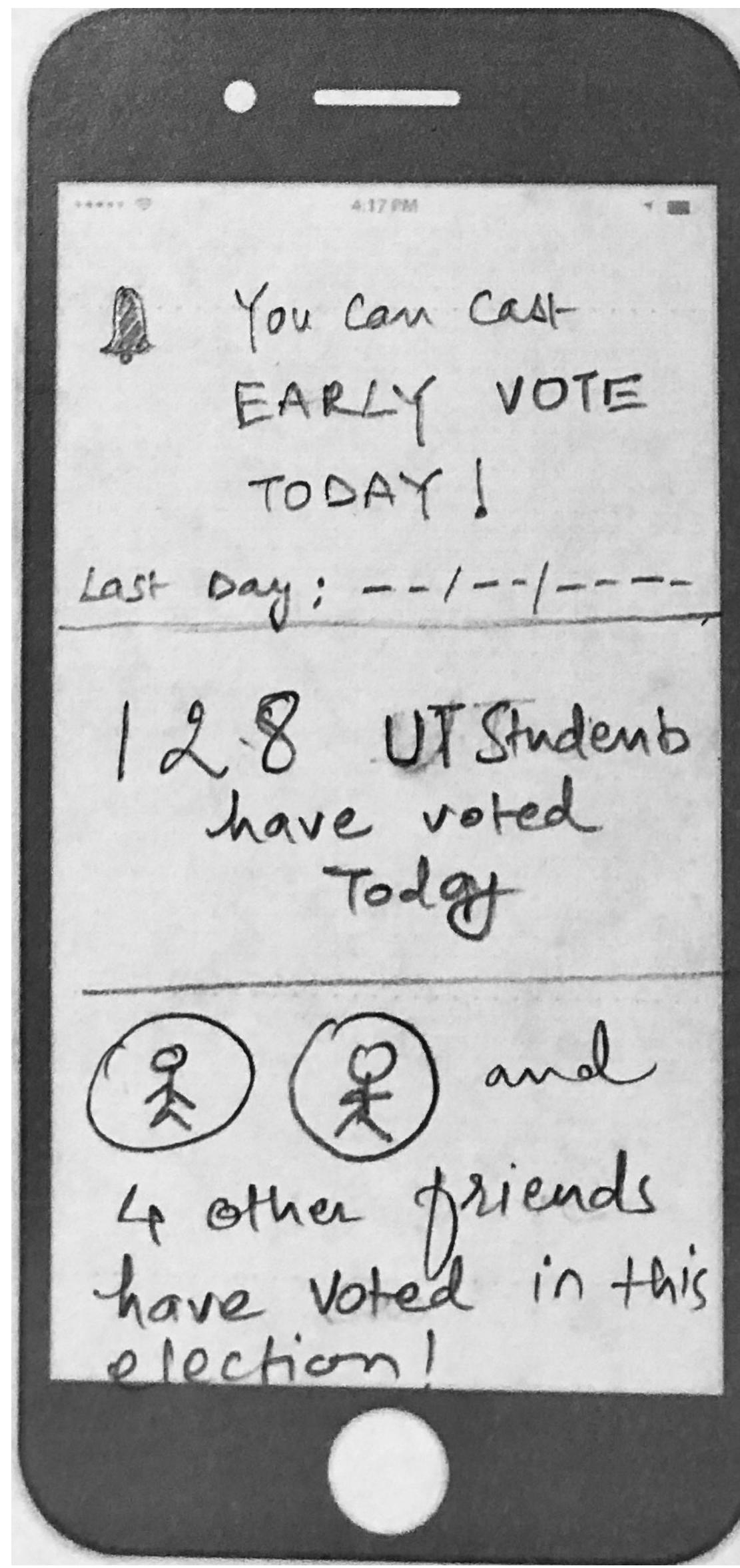
Read about the stance of difference candidates on each issue they are interested in



Users can understand which candidate position aligns with what they support.



Read about each candidate in detail and have access to non partisan websites



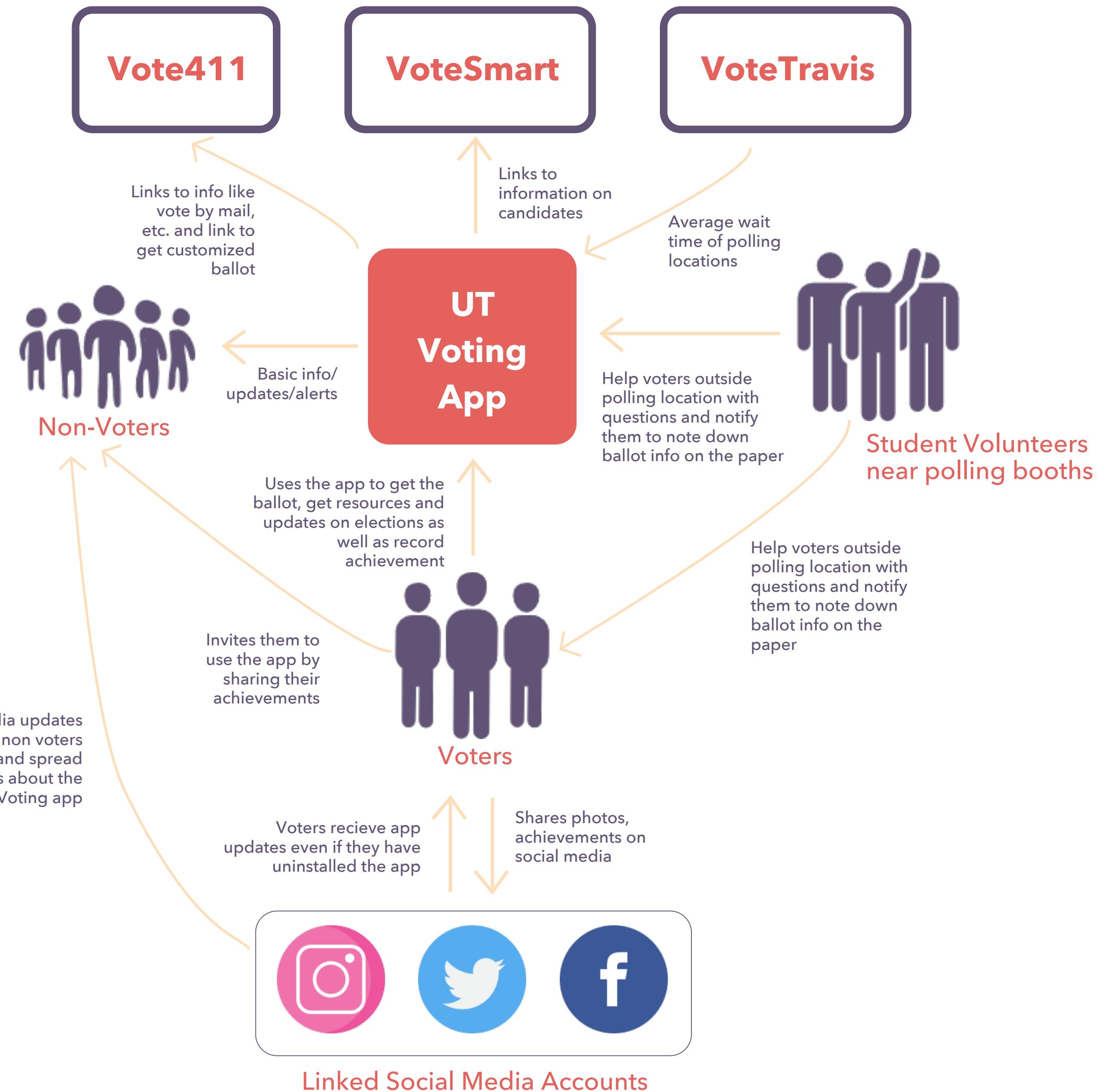
Motivation for early voting



Encouraging others by sharing sticker on social media

# ***Client feedback***

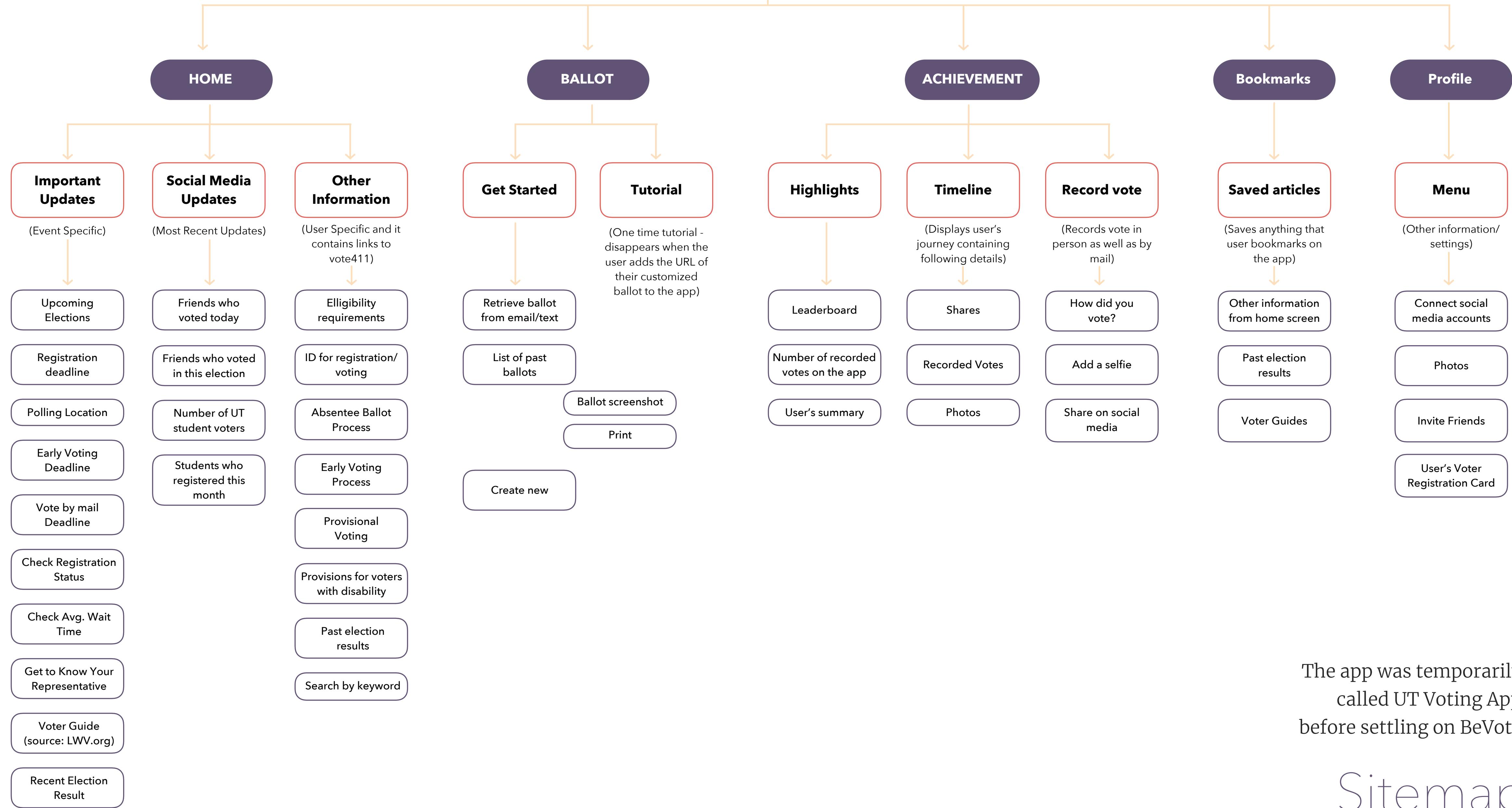
- The app should not be focused on educating students on issues and ongoing event, rather on the upcoming election, deadlines and motivating them to vote by making the process seem easy
- The app should be informational and not let students contribute to it through polls or any other update.
- There is no need for a candidate details page because it will be difficult to maintain the app in future. Hence the students should be redirected to a trusted third party website for such information
- They liked the social media element to inform friends and family about the activity of voting.



Requirements were mapped out  
in the form of system map to get  
client's approval

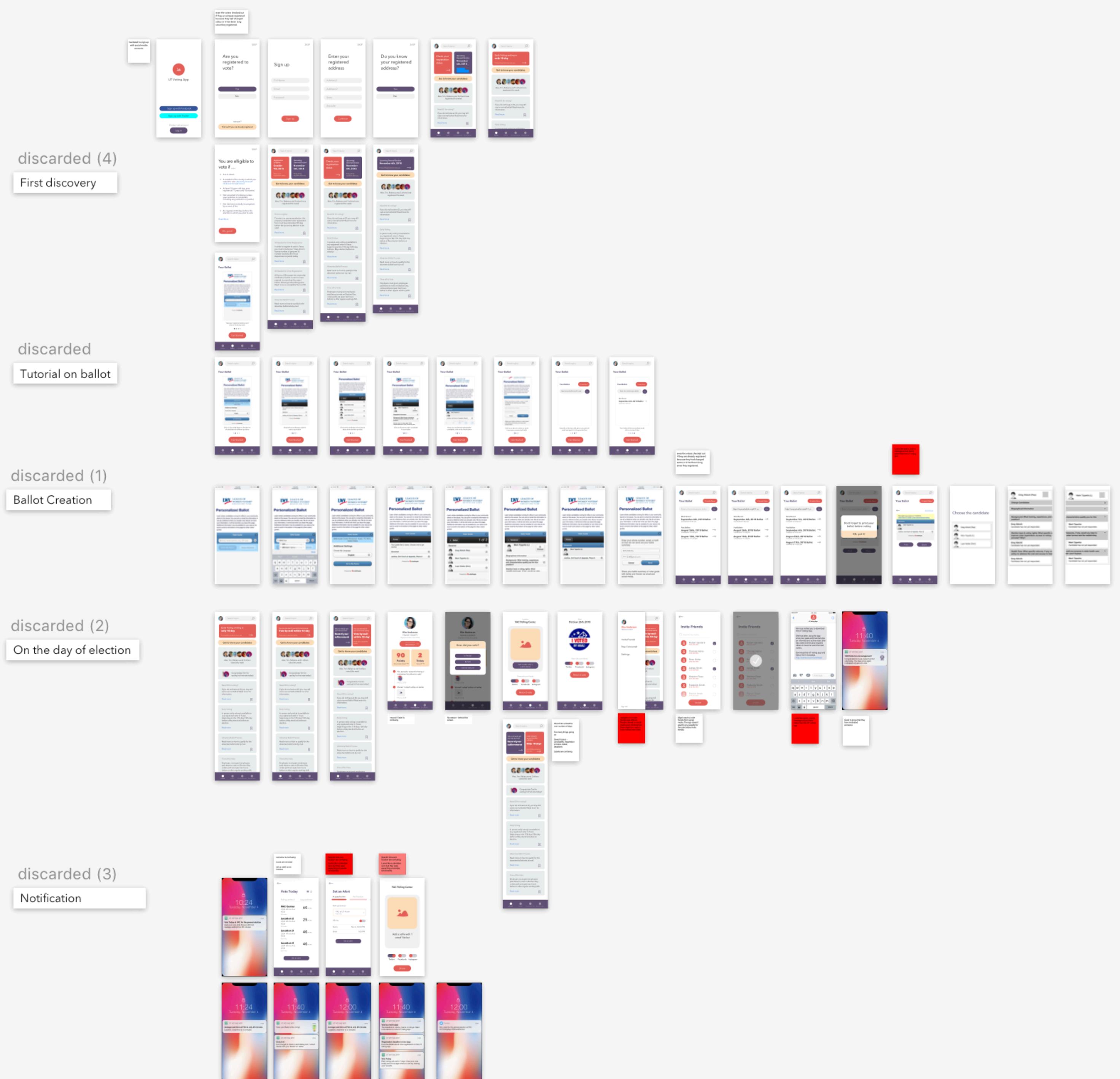
# System Map

## UT Voting App



# LOW FIDELITY PROTOTYPE

Scenario mapping was done to design the flow of some of the main tasks during for fidelity prototyping. Please find the pdf of scenario mapping at the end of the presentation



# App Features

## *Push notifications on the app*

*In order to inform user of some important events or issues, we need to make use of push notification that is concise and non-interfering*



UT VOTING APP

now

### **Vote Today**

Early voting will end in 7 days. Cast your vote today and encourage others to vote by sharing your rewards



UT VOTING APP

now

### **Vote by mail today!**

The deadline to vote by mail is in 2 days. Read more about it on the UT Voting App.



UT VOTING APP

now

### **Registration deadline in two days**

Find the details about voter registration on the UT Voting App.

# App Features

## *Location based check in service*

**Users can check in and mark their progress throughout the voting process. We can use this and tie it in with a fun achievement system within the app. It's also a way to verify whether a user has actually voted or not.**



# App Features

## *Enabling sharing through social media*

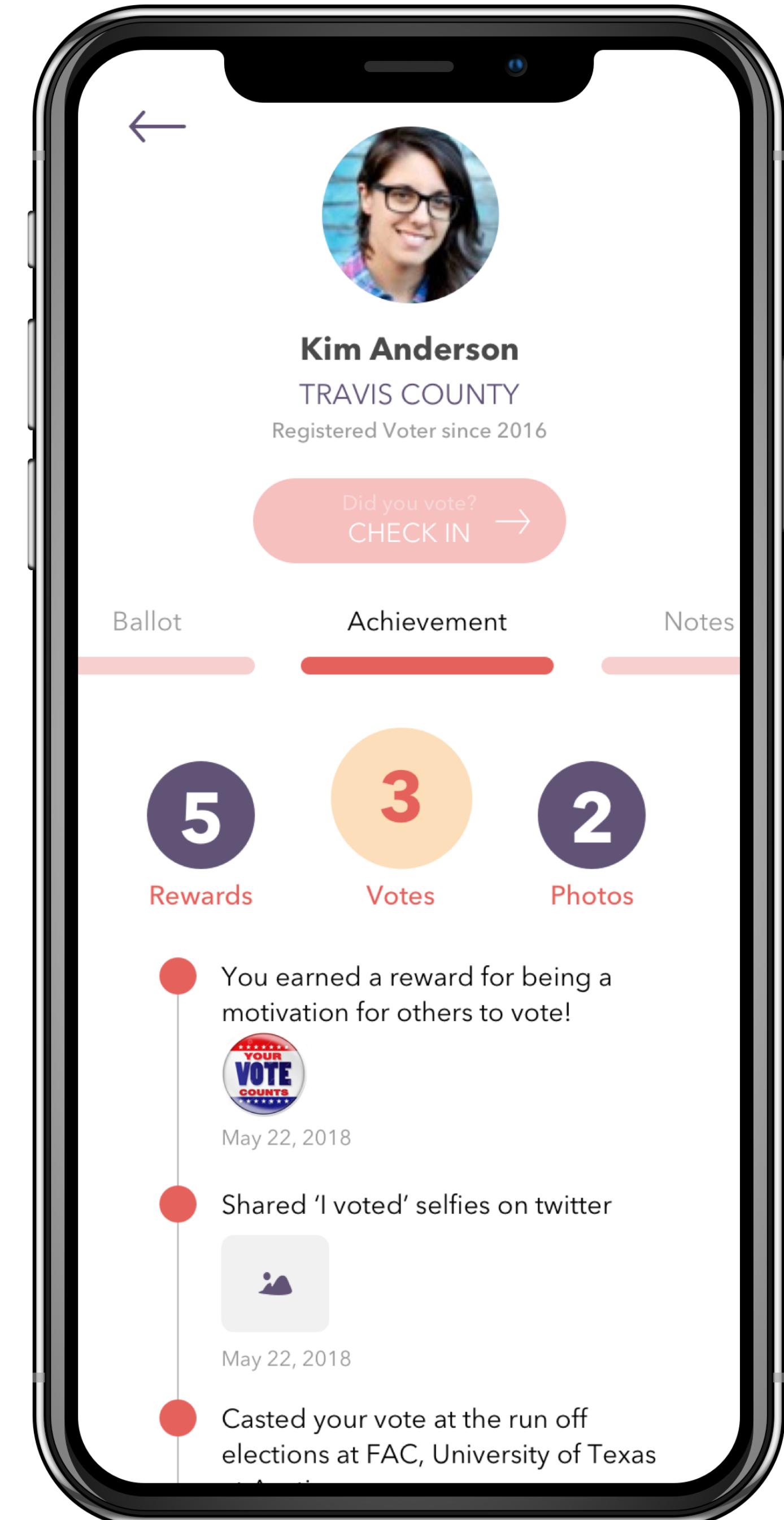
*Social media is the one of the ways of reaching out to a large audience and enabling students to share their rewards/badges or photos that signifies they have voted, would drive other students to follow their footsteps.*



# App Features

*Keep track of users journey through a timeline*

*Having a timeline will give them a sense of achievement and display the rewards/badges they have received along the way.*



# App Features

## *Alerts on average wait time*

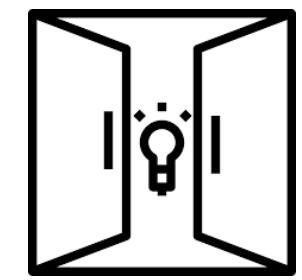
*Providing them an estimate on average wait time would allow them to work around their schedule and they will be less resistant to vote.*



# Usability Testing Round 1



Assess the usability  
of the voting app



Identify strength and  
opportunity for  
improvement



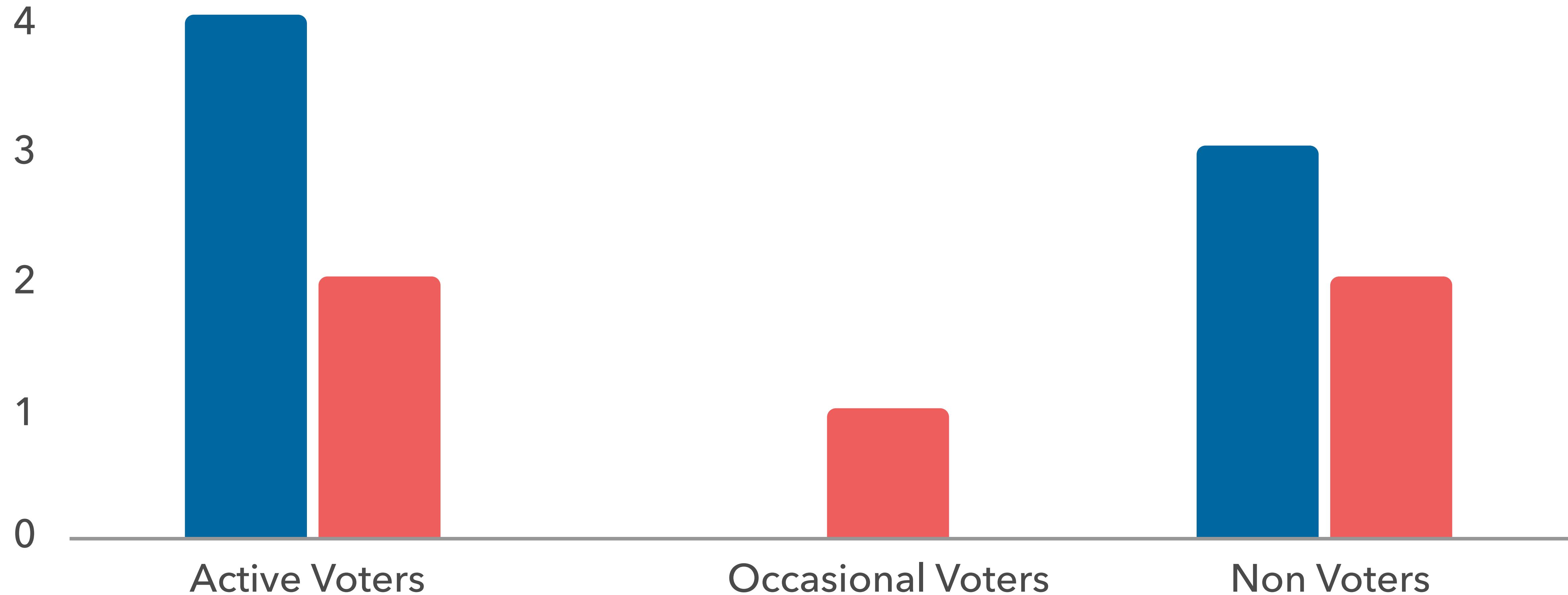
Understand the participant's  
expectation and how it differs  
from our product



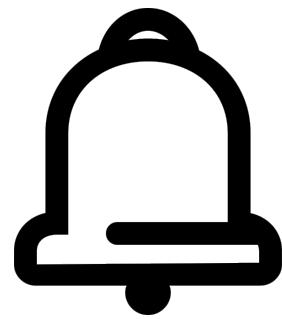
Recommend ways that  
would improve the usability  
and ease of use for BeVote

# Participants

Total: 12



# User Expectations



Reminders on important dates and deadlines



Links and videos on information about candidates of different races

---

## *Other expectations of Voters*

---

Voter registration information

Closest polling location and wait times

Ways to get more involved, like information on becoming a VDR

Ways to share important information and education others.

---

## *Other expectations of Non Voters*

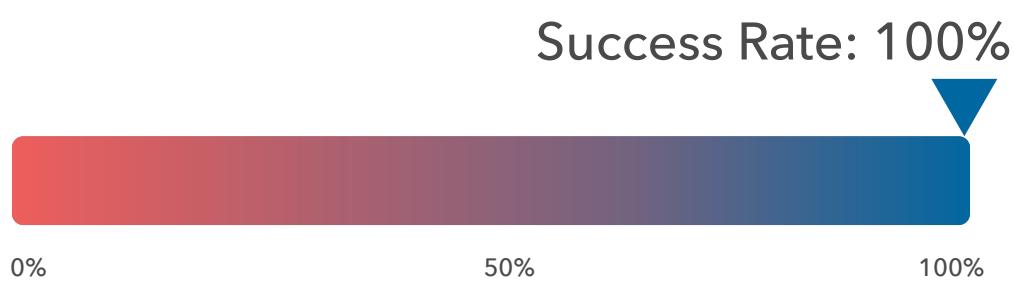
---

Step by step information on the whole voting process

Forms and IDs necessary for voting

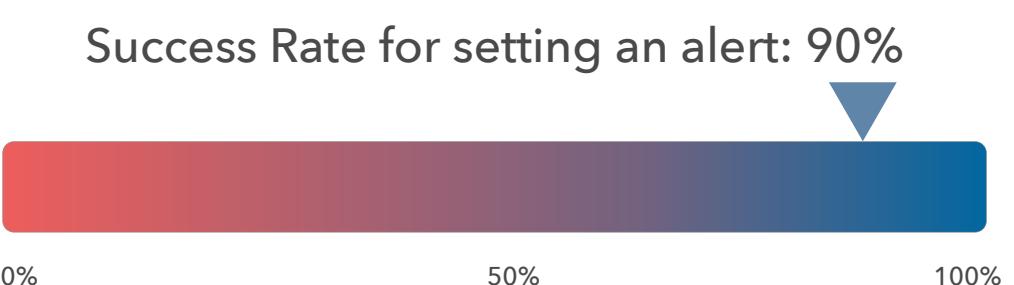
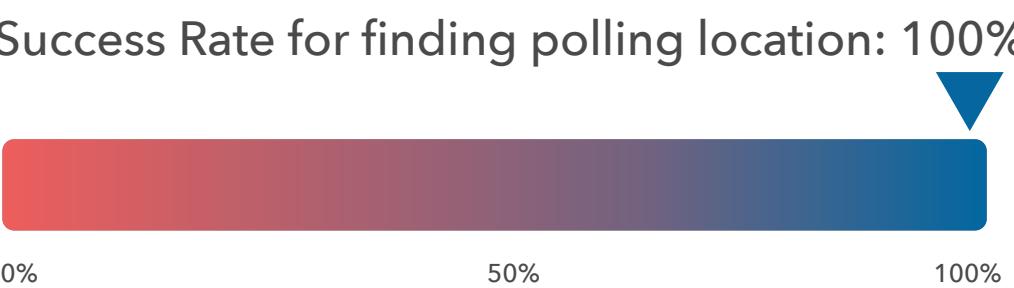
# Usability Tasks

## Task 1: Onboarding



- Users liked the functionality of checking registration status
- They were willingly provide registration address to get relevant information
- 50% participants preferred signing up with email address rather than social media

## Task 2: Find Polling Locations



- Finding locations was easy to find
- Users were clicking on each polling location to set an alert

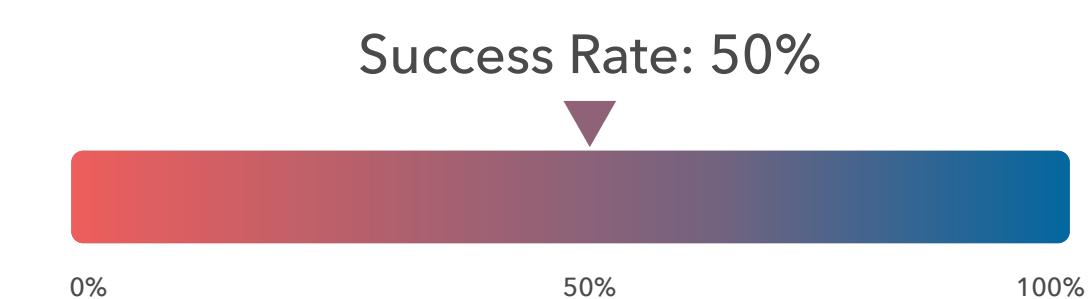
# Usability Tasks

## Task 3: Ballot Creation



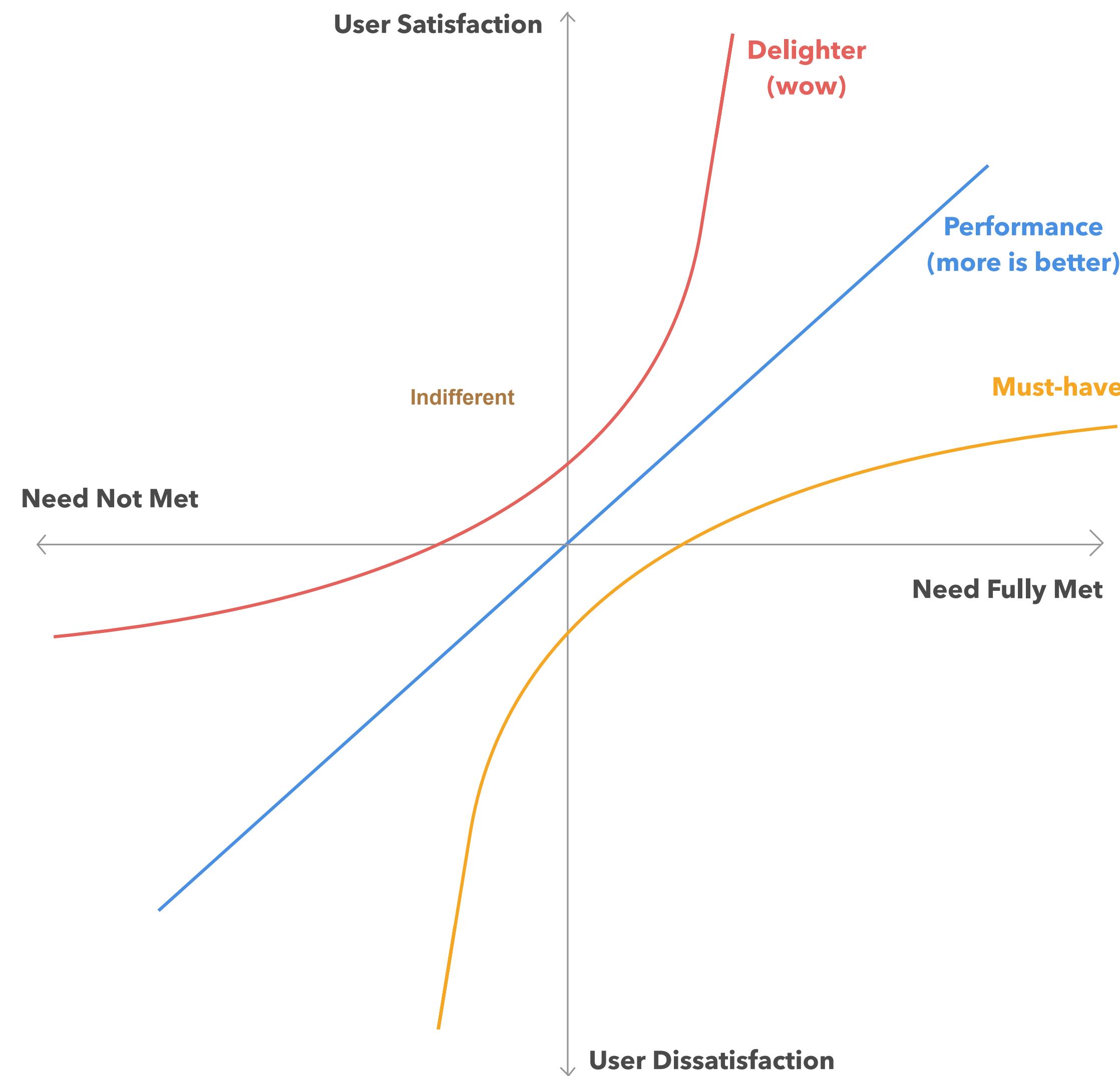
- Users expected to see their ballot without entering a URL in step 4.
- They expected their ballots to be sorted according to the elections they were created for
- They were unwilling to share ballot

## Task 4: Inviting Friends



- Users were not able to find invite friends option under profile
- The invitation message looked like spam

# KANO Model



# *KANO Model*

---

Must Have

Dates and deadlines  
Ballot Creation  
Quick links to Resources  
FAQs  
Check registration status  
Change Address

Performance  
(the more the better)

Average wait time  
Find nearby polling locations  
Notifications

Delighter  
(wow)

Rewards/points  
Invite friends through the app  
Social media updates

Indifferent

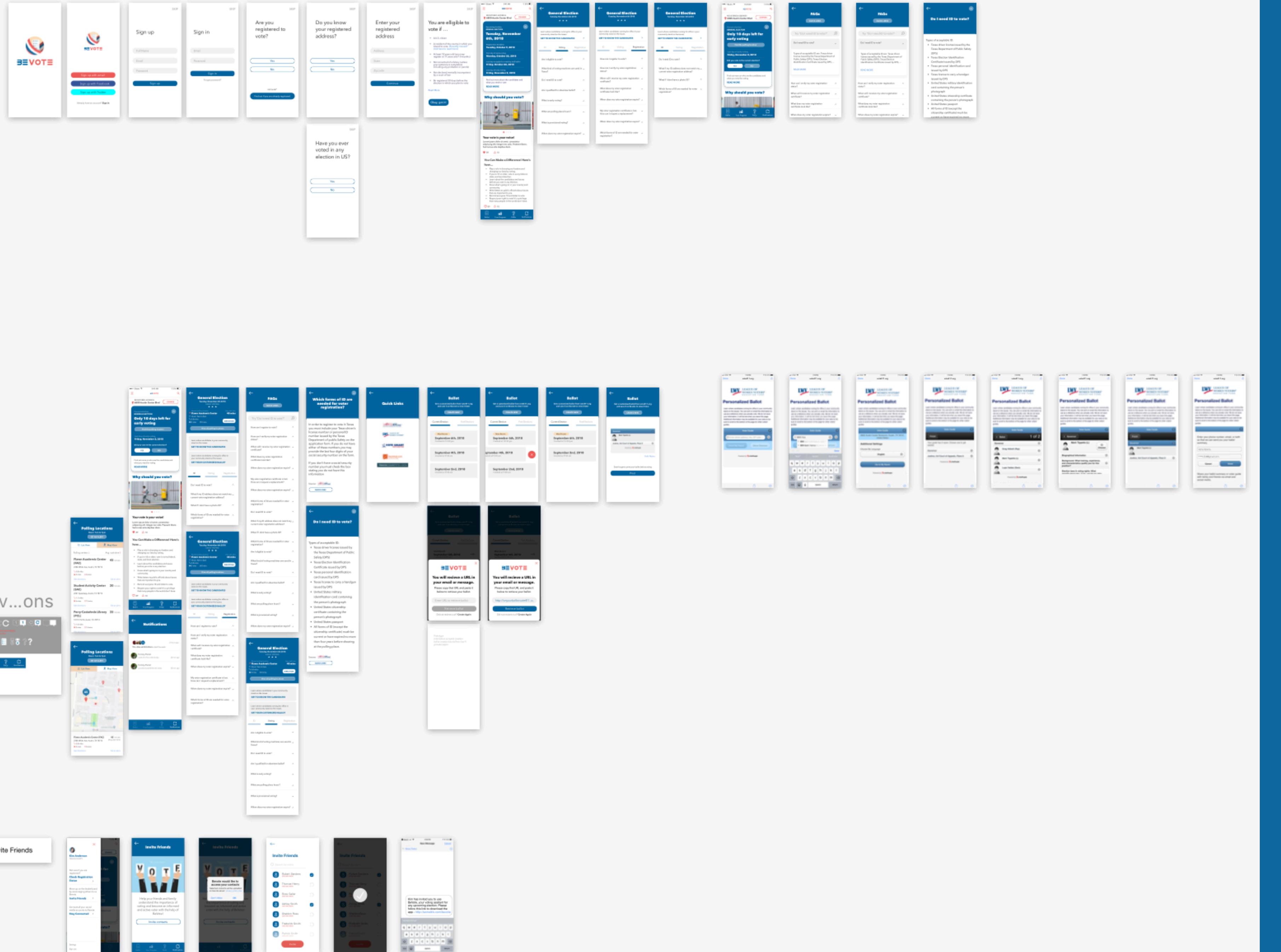
Record vote  
Timeline  
Bookmarks

---

# HIGH FIDELITY PROTOTYPE

We chose the shades of flag color for the app because most of the other voting apps/websites were following the same theme. Clients also agreed on it, but after viewing the final product, they unanimously agreed to change the color to burnt orange to make the app look non-partisan and associated to UT.

However, the two rounds of user testing was done on the app with the flag color theme.



# Homepage

The homepage features a dark purple header bar with a user profile icon, a search bar, and a navigation menu. Below the header, a large purple box highlights the "Upcoming General Election November 6th, 2018". It includes a link to find polling locations and a button to "Get to know your candidates". A section shows five small profile pictures and the text "Alex, Tim, Rabecca and 3 others have registered this week". Another section provides information about voting ID requirements, stating that users can still cast a ballot if they don't have an ID, with a "Read more" link. At the bottom, there's a "Early Voting" section and a footer with links for Home, Ballot, Achievement, and Bookmarks.



The redesigned homepage has a clean, modern look with a white background. At the top, it displays the device status (Beans, 9:41 AM, 51% battery) and the app name "BE VOTE". A "REGISTERED ADDRESS" section shows "6800 Austin Center Blvd" with a "CHANGE" button. The main content area has a blue header with the text "Current election GENERAL ELECTION Only 10 days left for early voting". It includes a "Find the polling location" button and a reminder of the "Last day of early voting Friday, November 2, 2018". A question "Did you vote in the current election?" with "YES" and "NO" buttons follows. Below this is a section titled "Why should you vote?", featuring a video thumbnail of a person at a voting booth. The footer contains navigation icons for Ballot, Your Progress, FAQs, and Notifications.

1. Homepage is dedicated to display only important deadlines and video on 'why should you vote'
2. Provided descriptions to set clear expectations.
3. Included videos on 'why should you vote?', especially for non-voters
4. Created clear labels and icons

Before

After

# Intuitive flow for non-voters during election

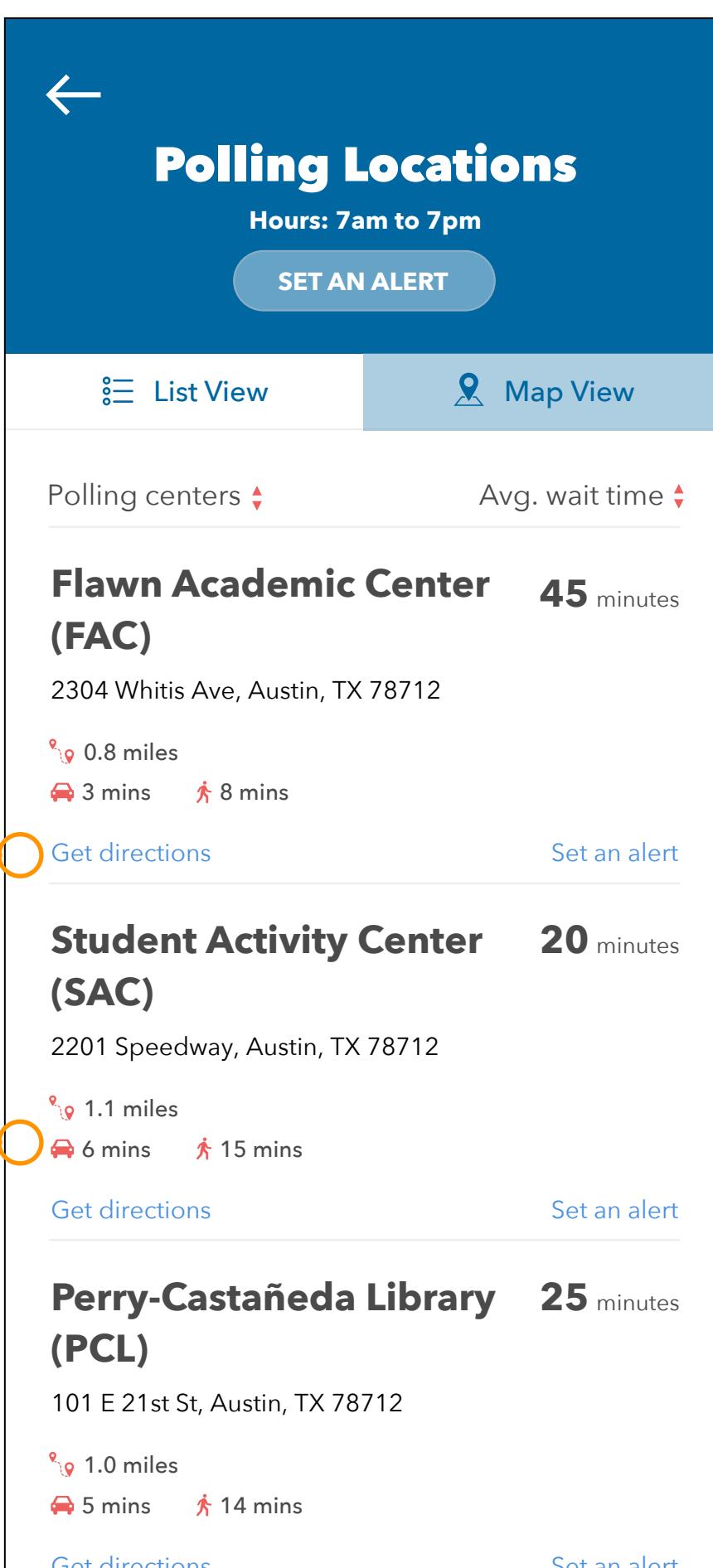
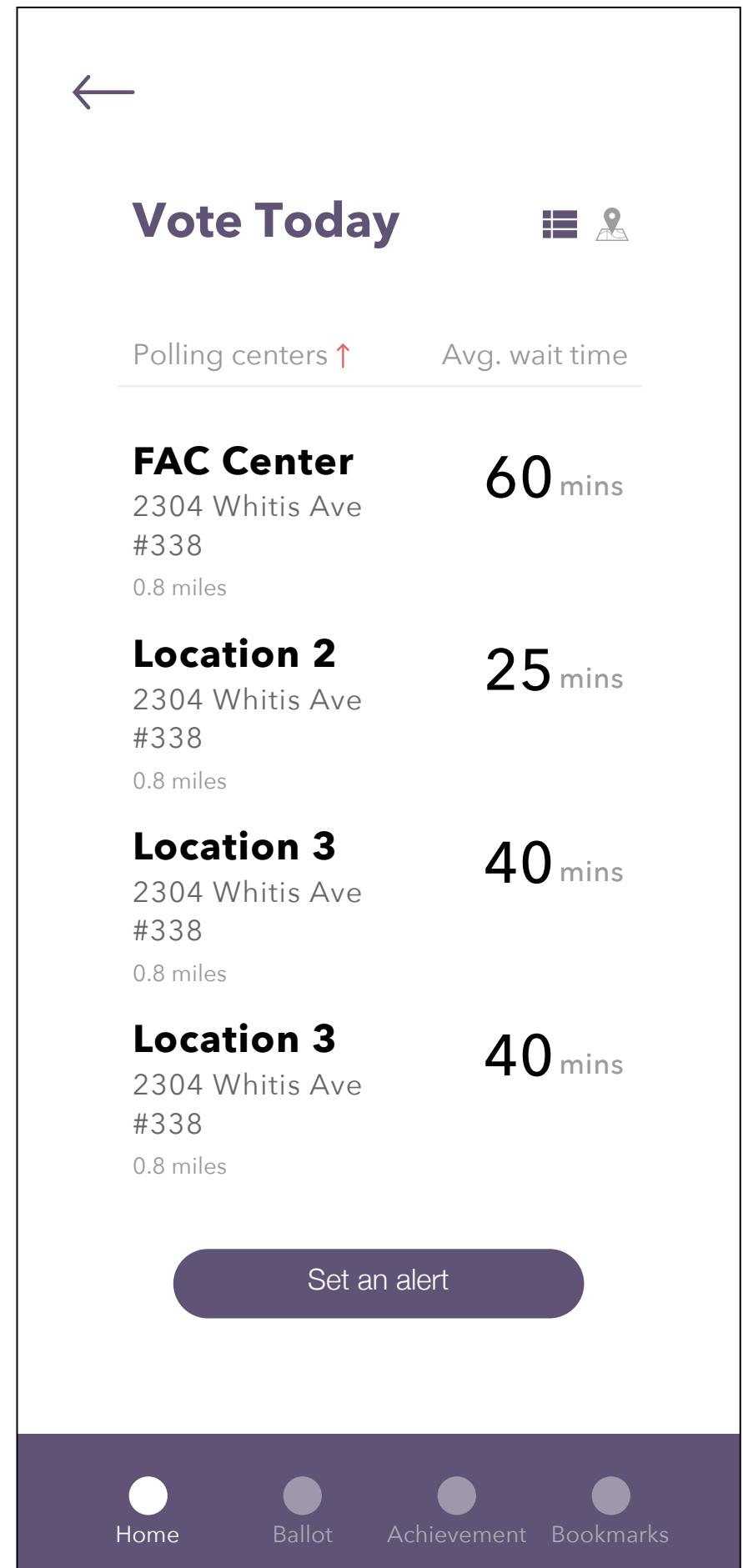
This screenshot shows the BeVOTE mobile application's home screen. At the top, it displays the device's status bar with signal strength, battery level (51%), and the time (9:41 AM). The app's header "BeVOTE" is centered above a search icon. Below the header, the user's registered address is listed as "6800 Austin Center Blvd" with a "CHANGE" button. A large blue callout box in the center states "Only 10 days left for early voting" and includes a "Find the polling location" button. Below this, a section for the "Last day of early voting" is shown as "Friday, November 2, 2018". A question "Did you vote in the current election?" has "YES" and "NO" buttons. A "READ MORE" link is provided for those who did not vote. At the bottom, a section titled "Why should you vote?" features a photo of a person at a voting booth and navigation icons for "Home", "Ballot", "Achievement", and "FAQ".

This screenshot shows the "General Election" details page. It includes the date "Tuesday, November 6th 2018" and a star rating. It lists the nearest polling location as "Flawn Academic Center" with an average wait time of "45 mins". It provides travel information: "Hours: 9am to 5pm", "0.8 miles", "5 mins by car", and "8 mins by foot". Buttons for "View all polling locations" and "DIRECTION" are present. Below this, sections for "GET TO KNOW THE CANDIDATES" and "GET YOUR CUSTOMIZED BALLOT" are shown. A progress bar indicates the user is at the "Registration" step. Three links at the bottom provide information on voter registration, verification, and receipt.

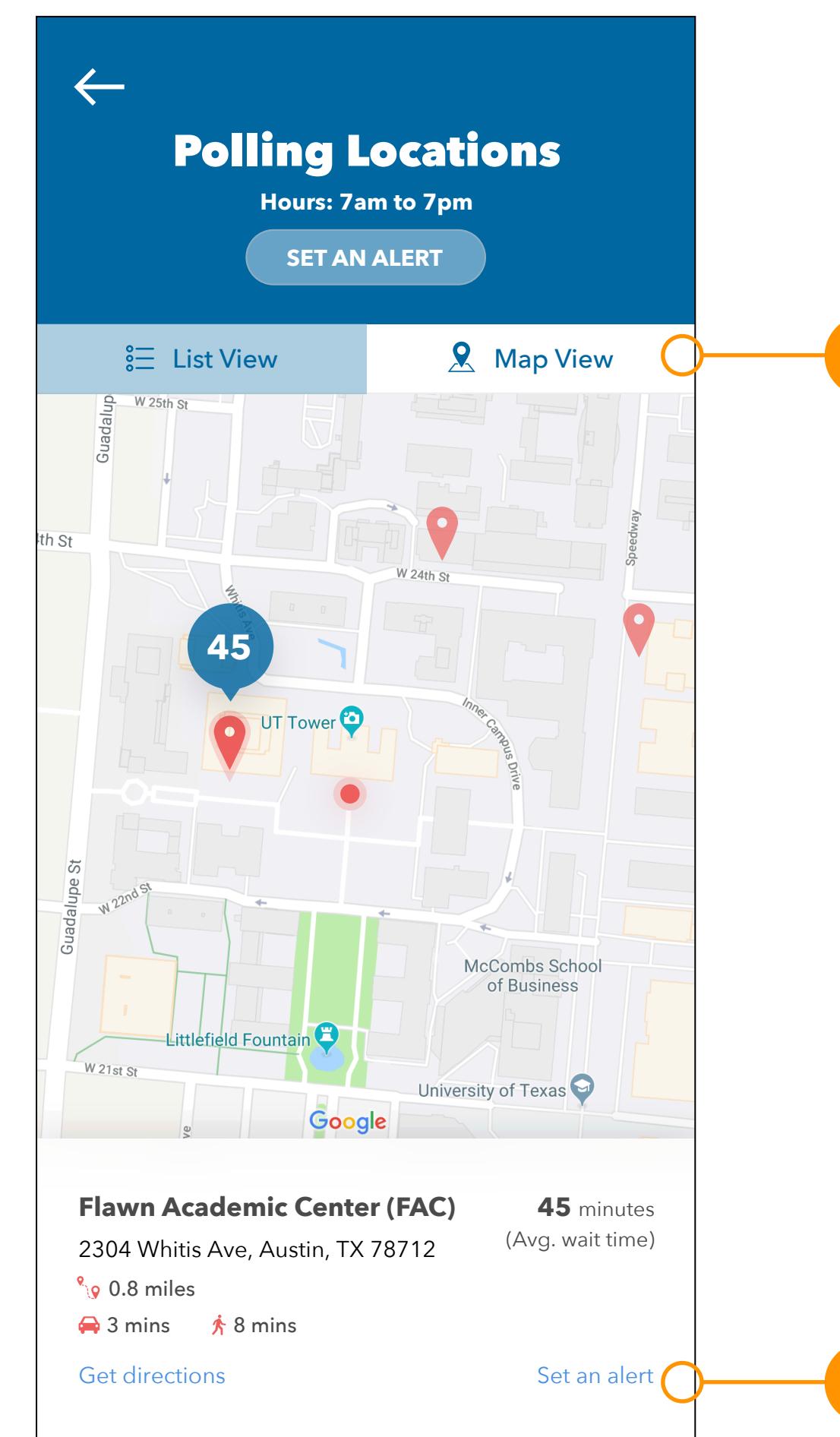
This screenshot shows a page titled "Which forms of ID are needed for voter registration?". It explains that Texas voters must provide either their Texas driver's license number or personal ID number from the Texas Department of Public Safety. It also notes that if no such numbers are available, the last four digits of the social security number can be used. A "MORE RESOURCES" button is at the bottom.

This screenshot shows a "More Resources" page. It features logos for "VOTE411.org", "League of Women Voters", "VOTE SMART FACTS MATTER", and "thechisel.com". The footer contains the "TRAVISCOUNTYTX.GOV" logo.

# Finding polling locations



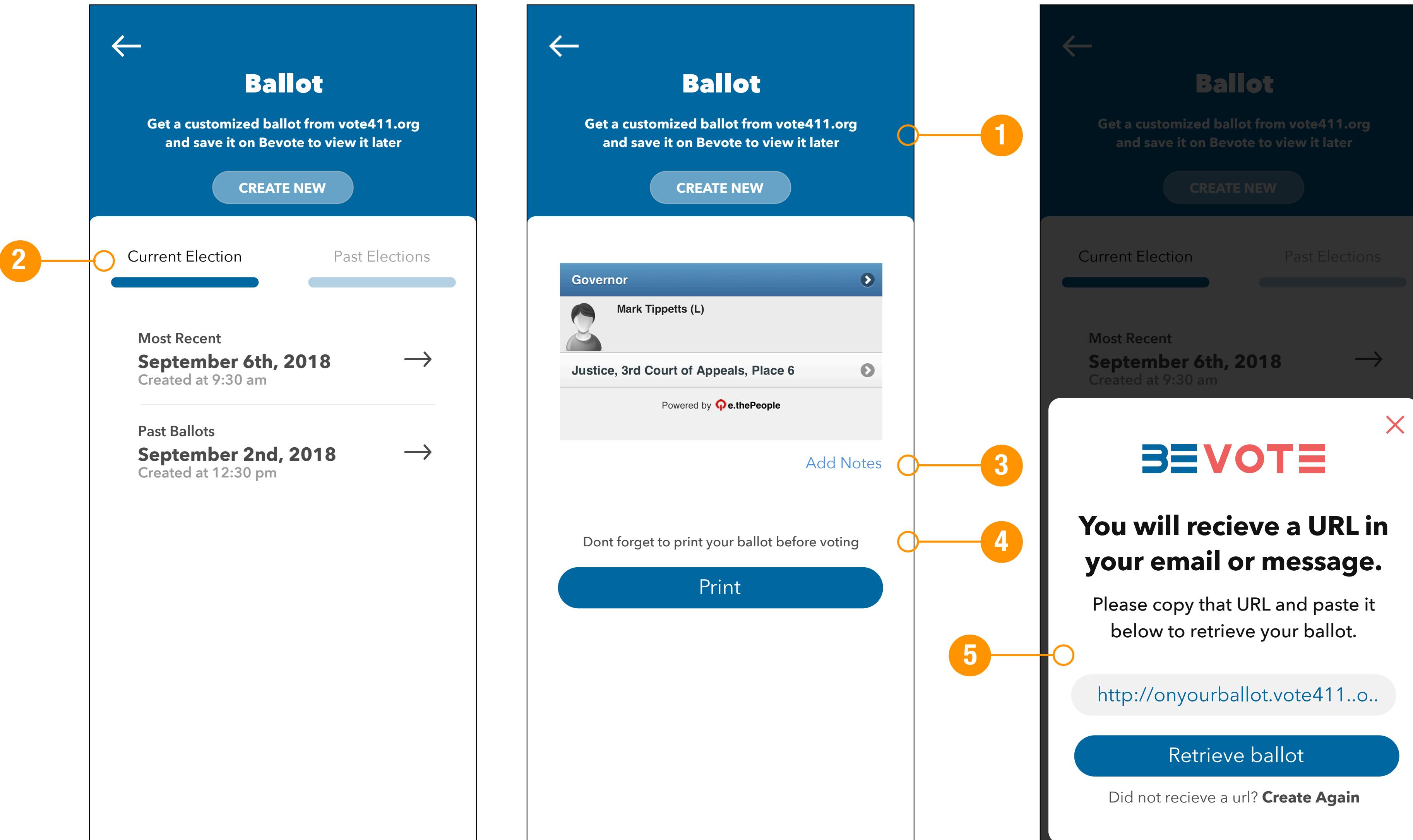
Before



After - Map view

1. Clearly labeled icons
2. Each polling location has a link to google maps to make it easier for users to navigate
3. Polling locations also displays the traveling distance from user's location to the polling location.
4. Set an alert link at each polling location enables users to create location specific alert.

# Ballot creation

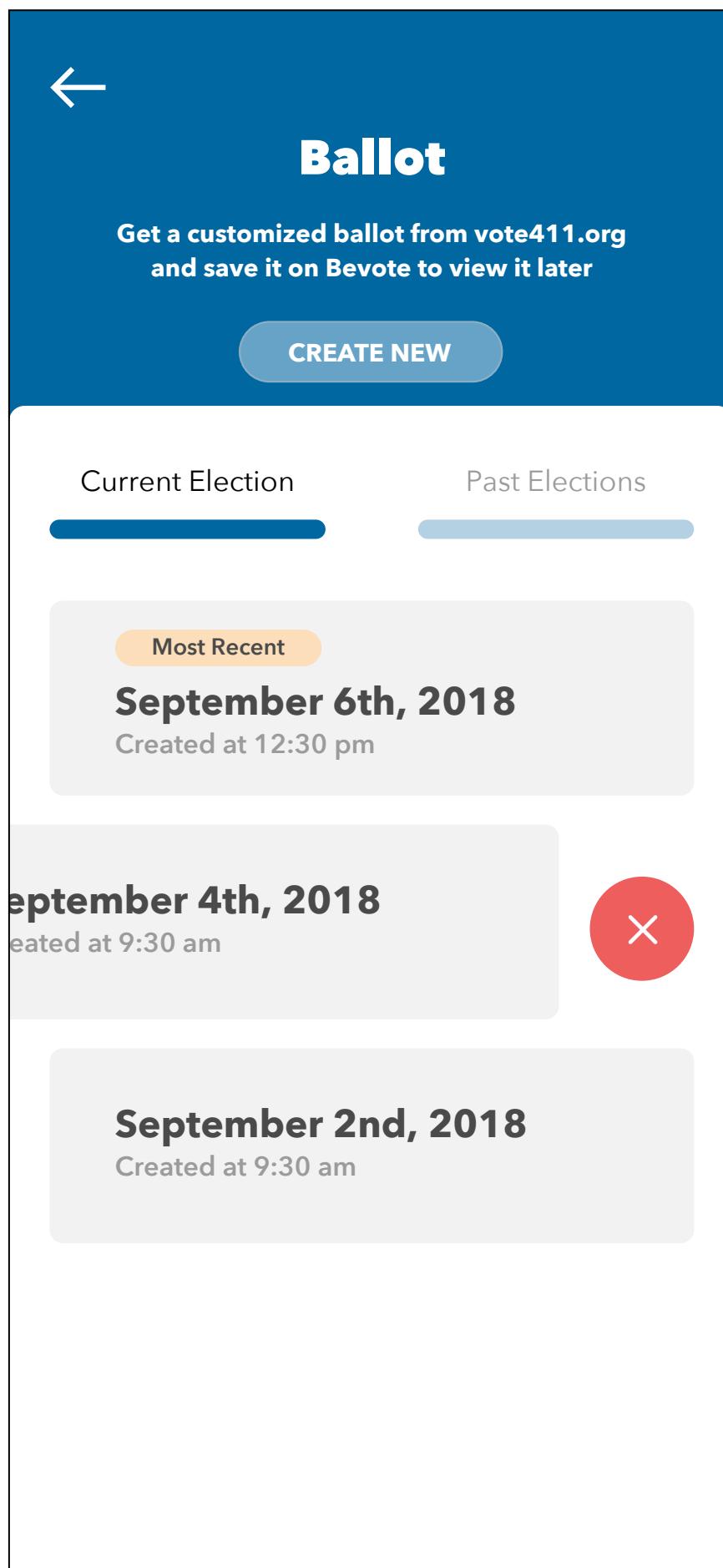


1. Source for creating the ballot is clearly mentioned
2. Ballots are arranged according to the elections they were created for.
3. Add notes allows users to save their thoughts to read later.
4. Provided descriptions to set clear expectations.
5. Pop up to direct their attention towards the extra step needed to retrieve ballot

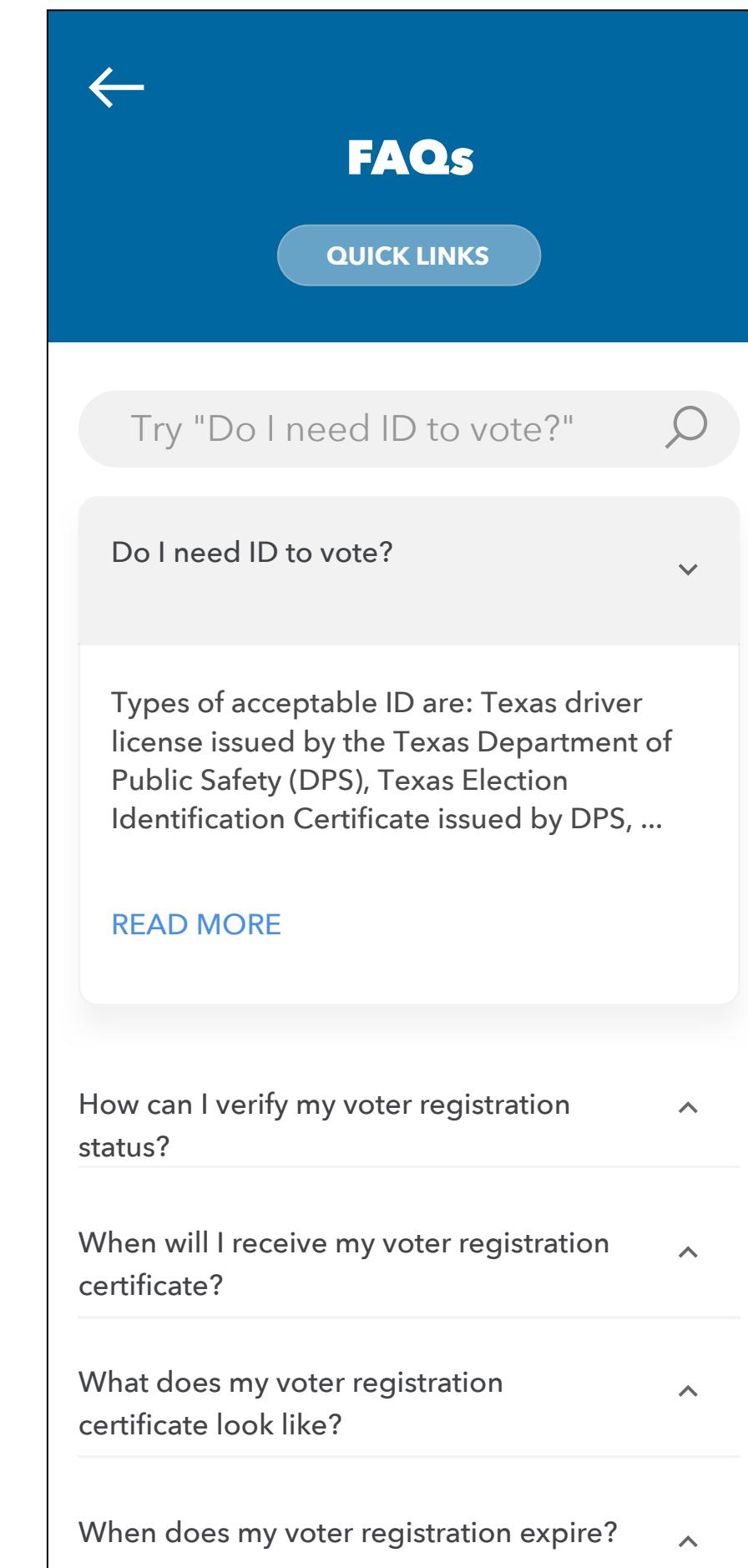
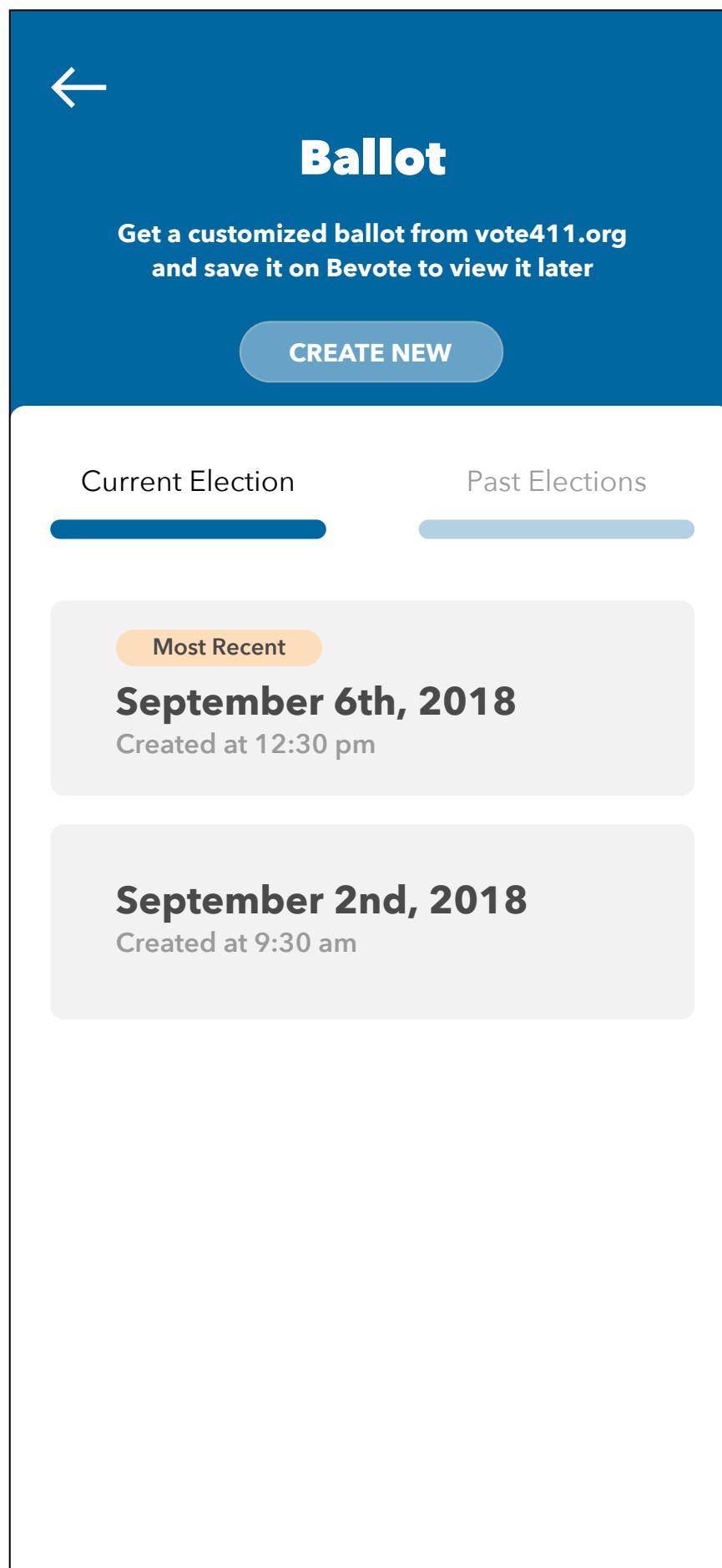
# ***Usability Testing Round 2***

- Users found relevant information on the home page and on election's page
- Colors, labels and icons made more sense and were easy to understand
- FAQ section had a lot of reading material, especially for an app
- Users wanted the ability to delete ballots they did not need

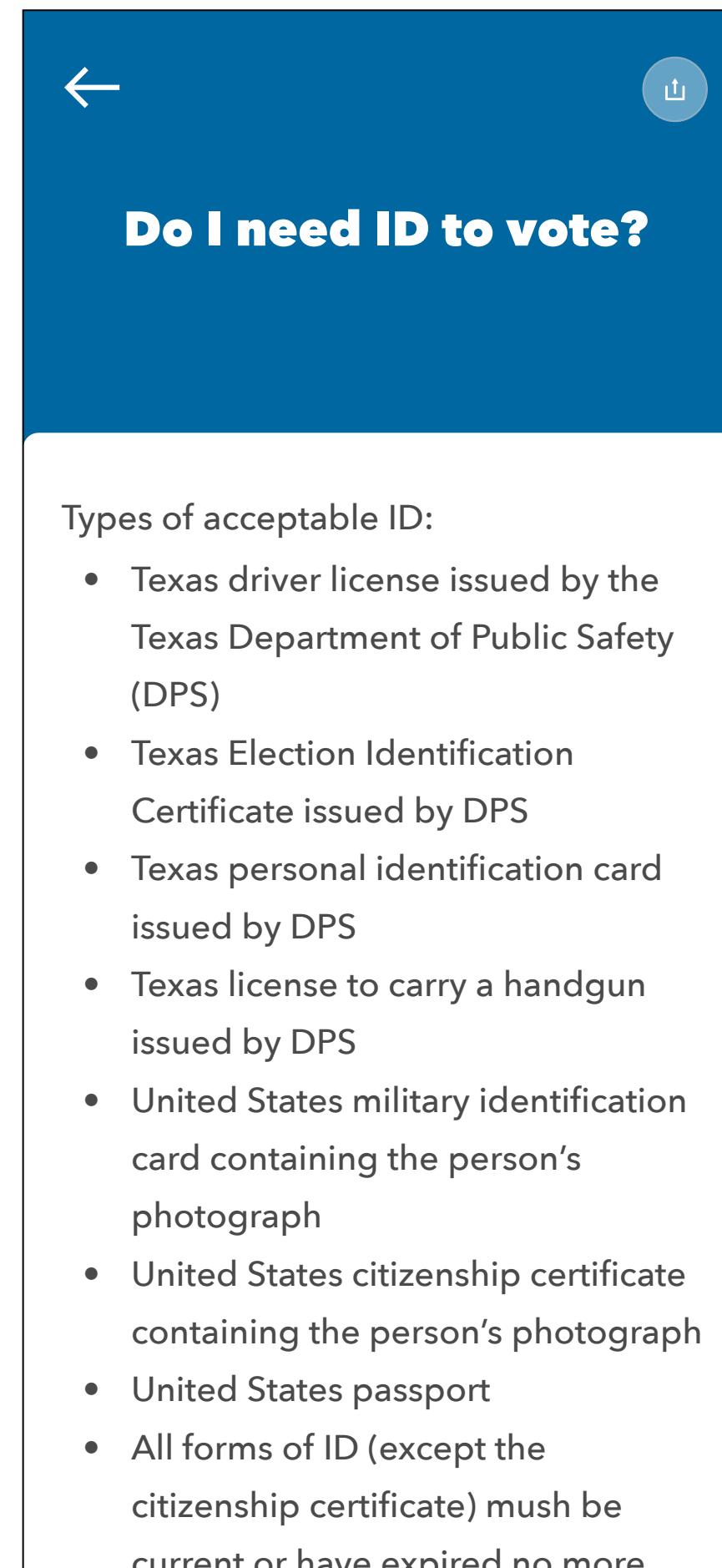
# Final Changes



Ability to delete past ballots



Ability to read short and detailed answers



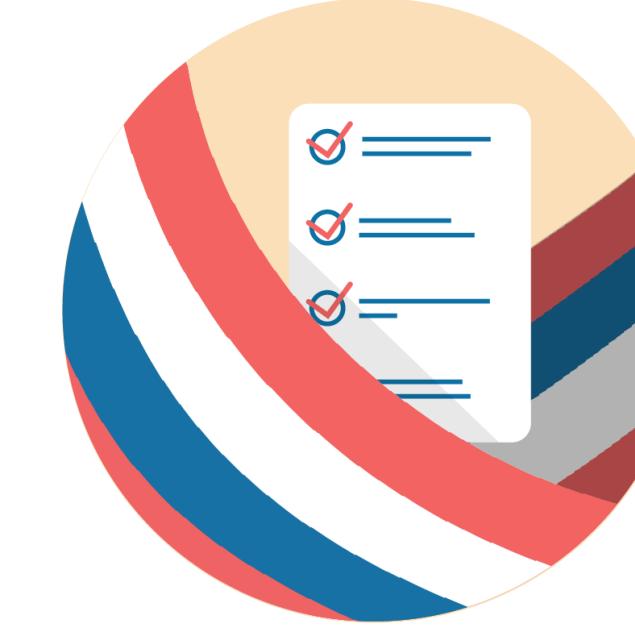
# BeVote Logo Suggestions



**BEVOTE**



**BEVOTE**



**BEVOTE**

## OTHER RECOMMENDATIONS

**Students will not use this app for more than 4 or 5 occasions, hence, we should not just limit it to an app, we should extend it to a website as well as social media.**

**Marketing collateral should directly target the issues they care about. Campus posters have worked during voters registration process, so it will most probably work to promote the app.**

Sample poster is inspired from League of Women Voters.

## What You Can Do

Congress Must Pass the Dream Act NOW—Contact your Senators and Representatives

Urge Congress to Support the Automatic Voter Registration Act

Tell Congress to Pass Sensible Gun Laws



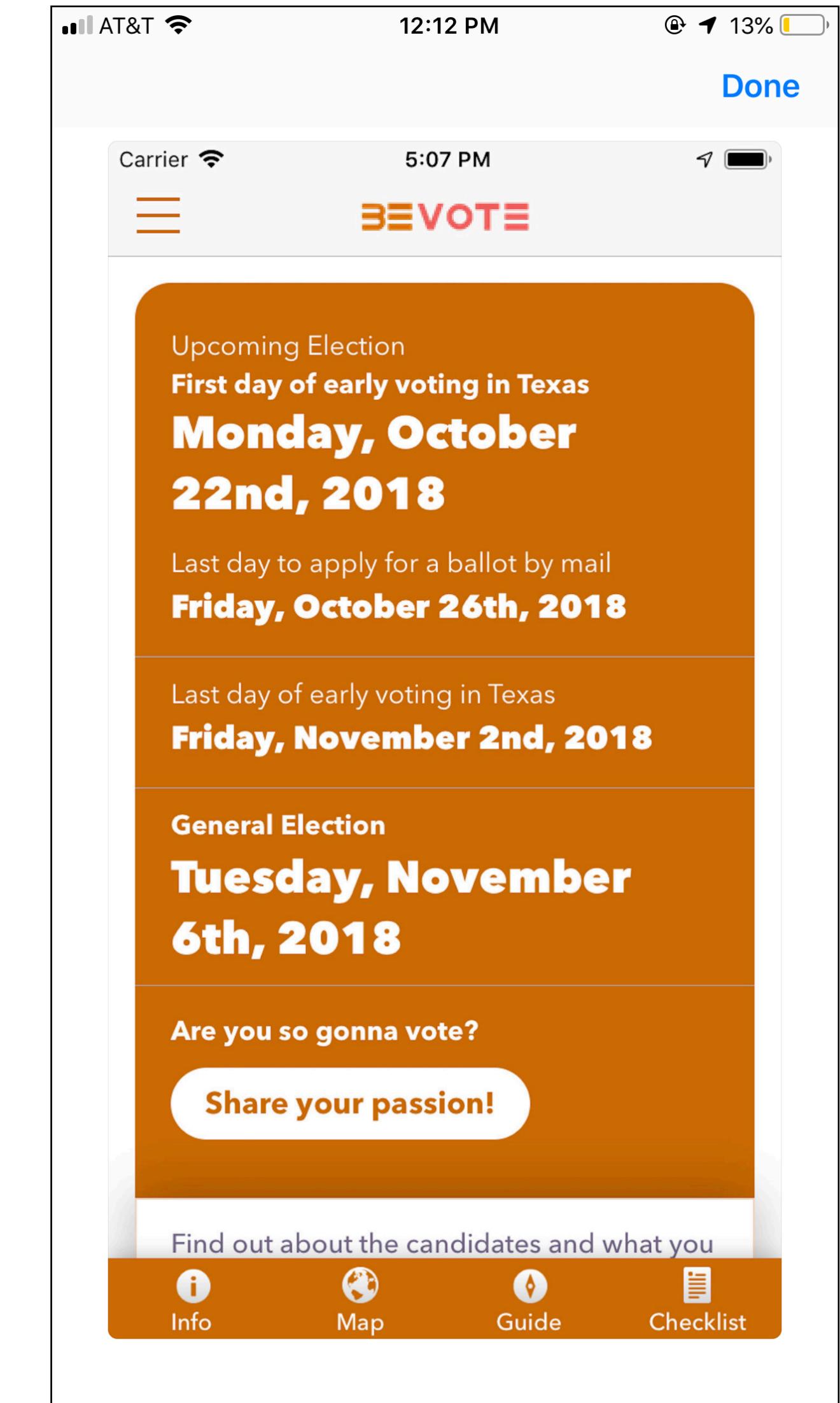
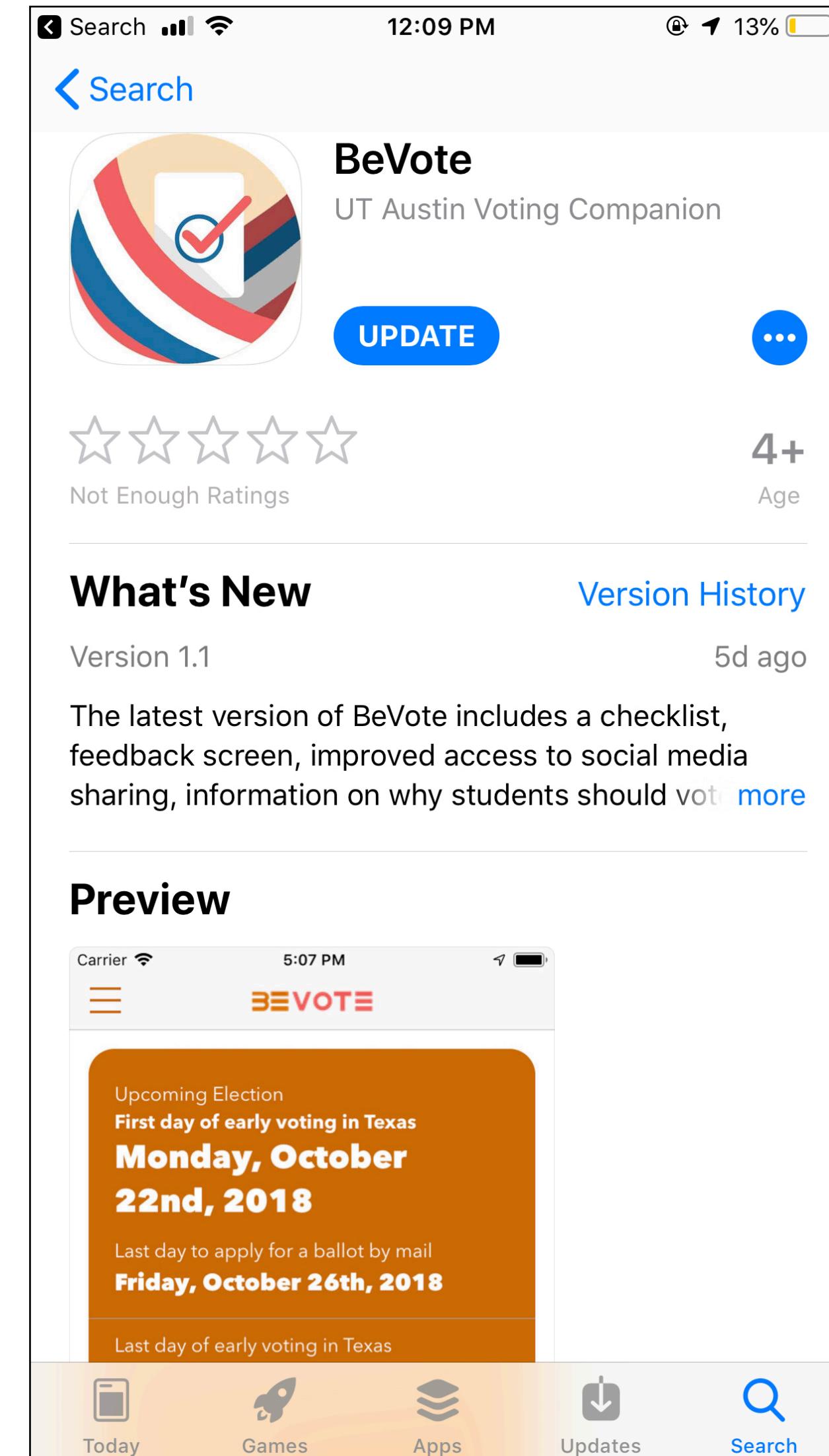
**When you participate in the elections, the outcome better reflects who we are as a country**

**Vote and encourage others to vote with the UT Voting App**

# As seen on App Store

*BeVote is launched in App Store on Wednesday, October 17th 2018. Post election it will tested to get student's feedback during a real election.*

*To know about the most recent developments on bevote, please visit it's official website*



# ***Lessons Learned***

- Talking to users is the best way to bridge the gap between user's needs and client's expectations
- Stakeholder interview is important, especially if the domain knowledge is less. In case of BeVote, Clients thought that the style guide should be changed from blue to burnt orange in order to aim for a non-partisan look and feel.
- FAQ section had a lot of reading material, especially for an app
- Users wanted the ability to delete ballots they did not need