

# Democratic Governors Association Project Summary

## Background:

The Democratic Governors Association (DGA) is an independent voluntary political organization organized to support Democratic governors and candidates across the nation.

The DGA is dedicated to electing Democratic governors and candidates via all levels of campaigning from providing resources to fun operations to helping candidates articulate and deliver their messages. Expert advice in policy areas including topics such as biotechnology, life sciences, and the new energy economy is also provided.

## Challenge:

Research, Design, and Create a Democratic Governors Association application which improves on the previous version which was described as “Mickey-Mouse” and “Cookie Cutter”. The organization wants to engage and entice all generations with an application that is innovative, cool, seamless, and unique.

The main points of consideration are the event information (hotel, location, description) and promoting dialogue with the Democratic Governors Association through Social Media channels.

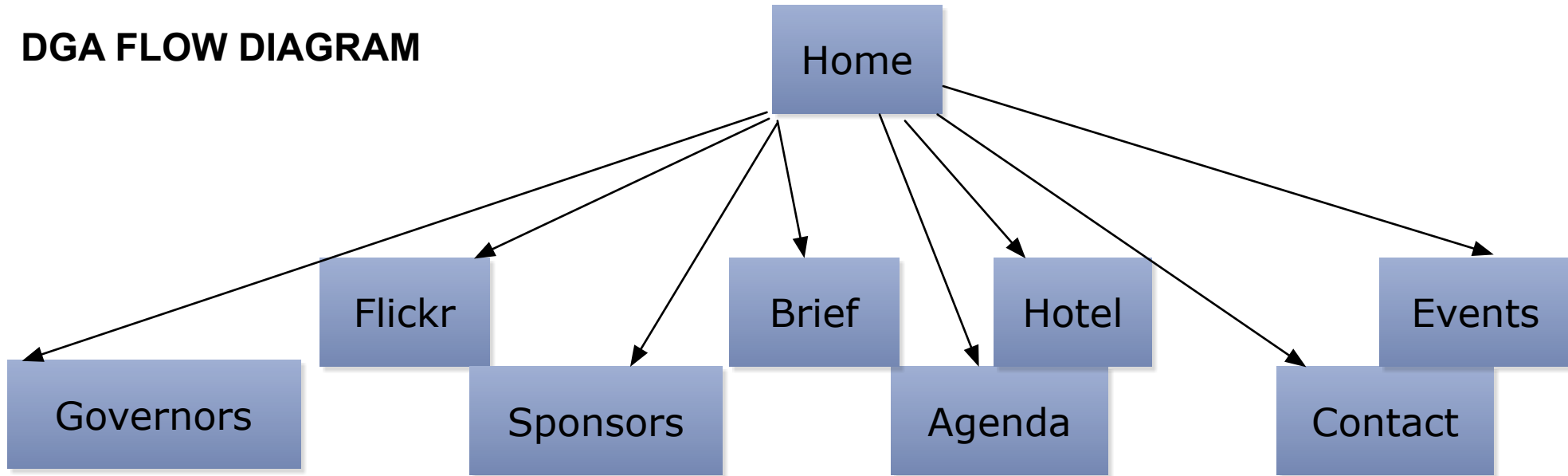
## Solution:

An assessment of the original application was done to address critical points of concern by the DGA and those who interacted with the application. Aside from technological malfunctions, revamping included a major assessment of desired attributes and usability principles.

Small batches of usability tests were conducted to determine which features were most important and to determine the interests of users.

Four key personas were identified: Governors, Politically Active Individuals, Politically Passive Individuals, and Family/Friends. I elaborated on these Personas to develop Scenarios around how each Persona would carry out various functions.

## DGA FLOW DIAGRAM



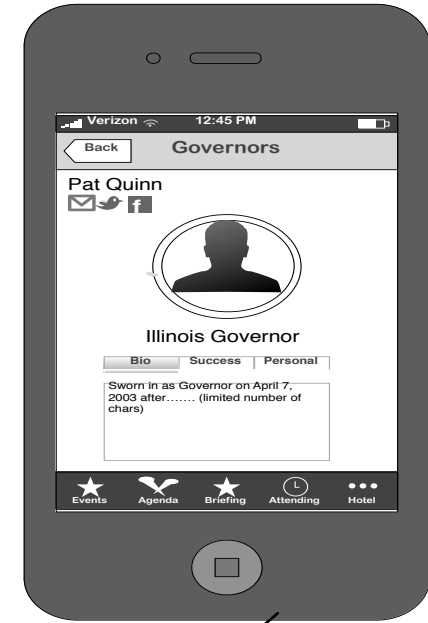
# Scenario 1

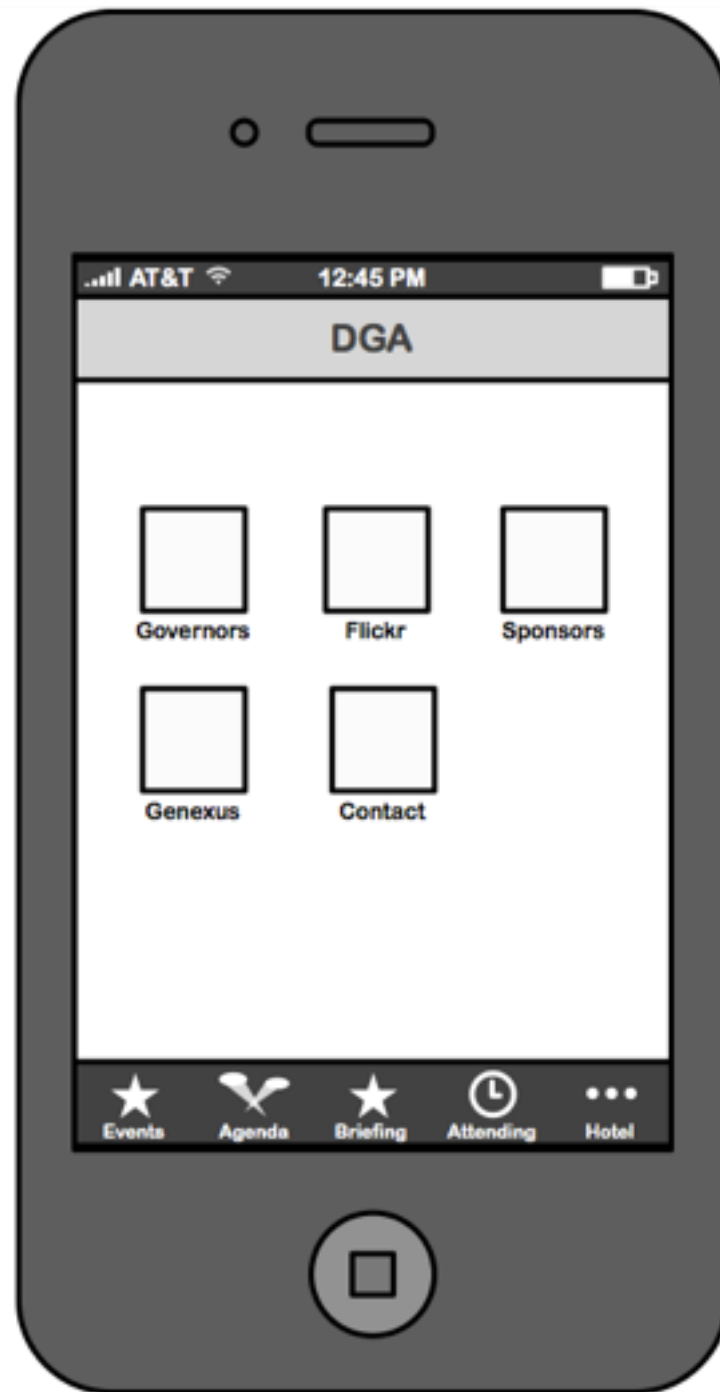
## Contact Governor via Twitter



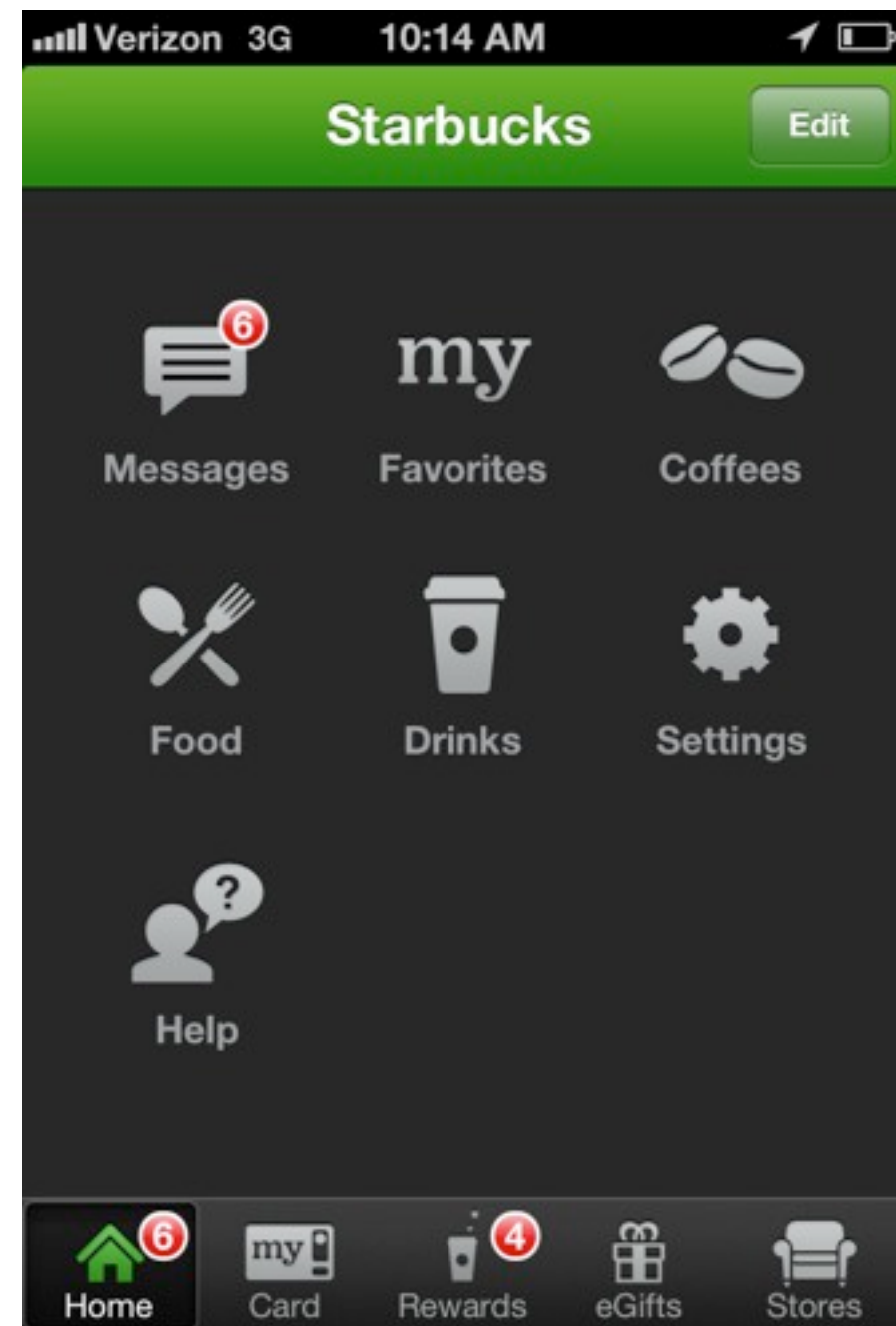
Brian realizes there is a upcoming event in his home state, Illinois.

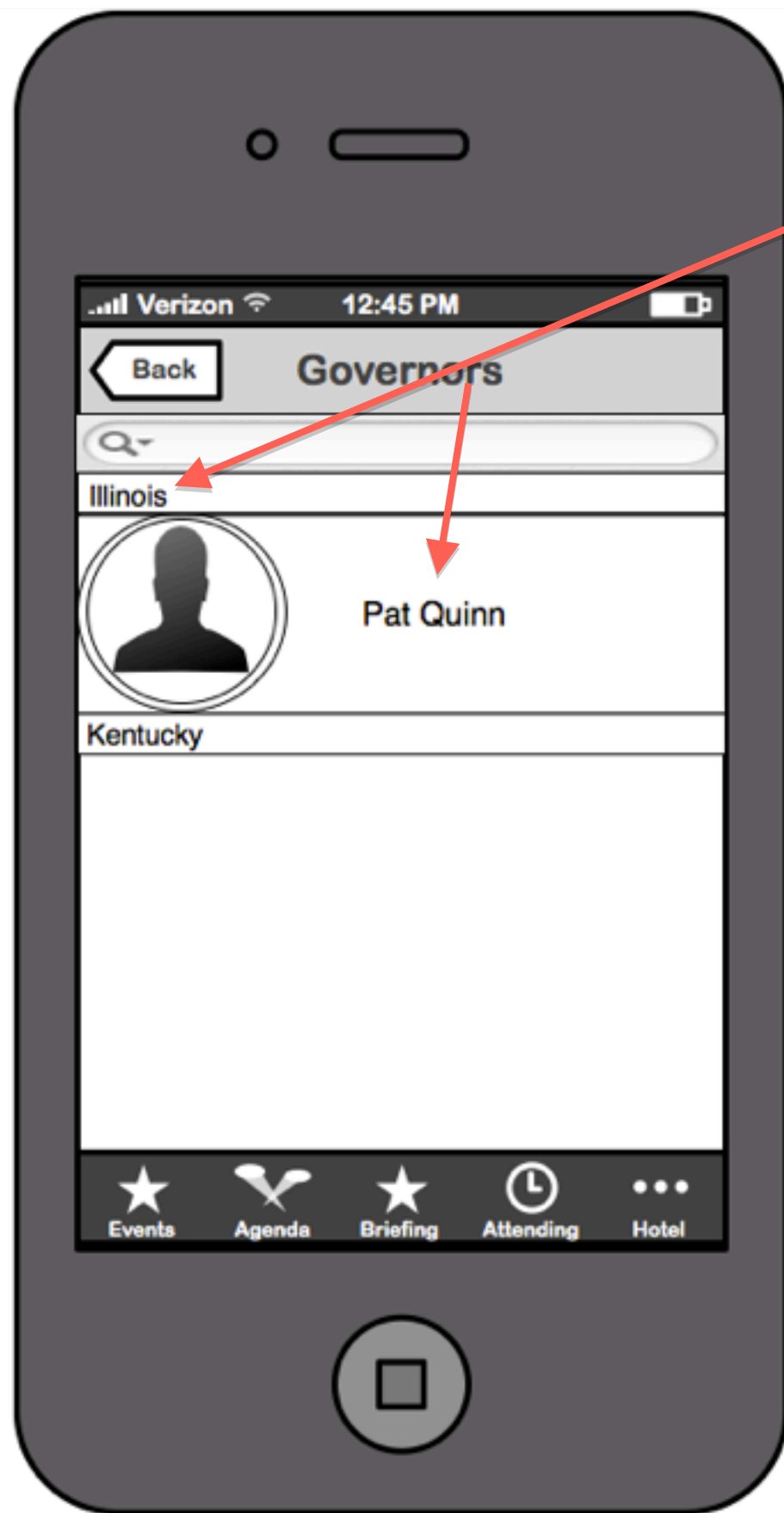
He registered for the event and wants to reach out to Pat Quinn to express his support and rally his followers to come out and attend the event.



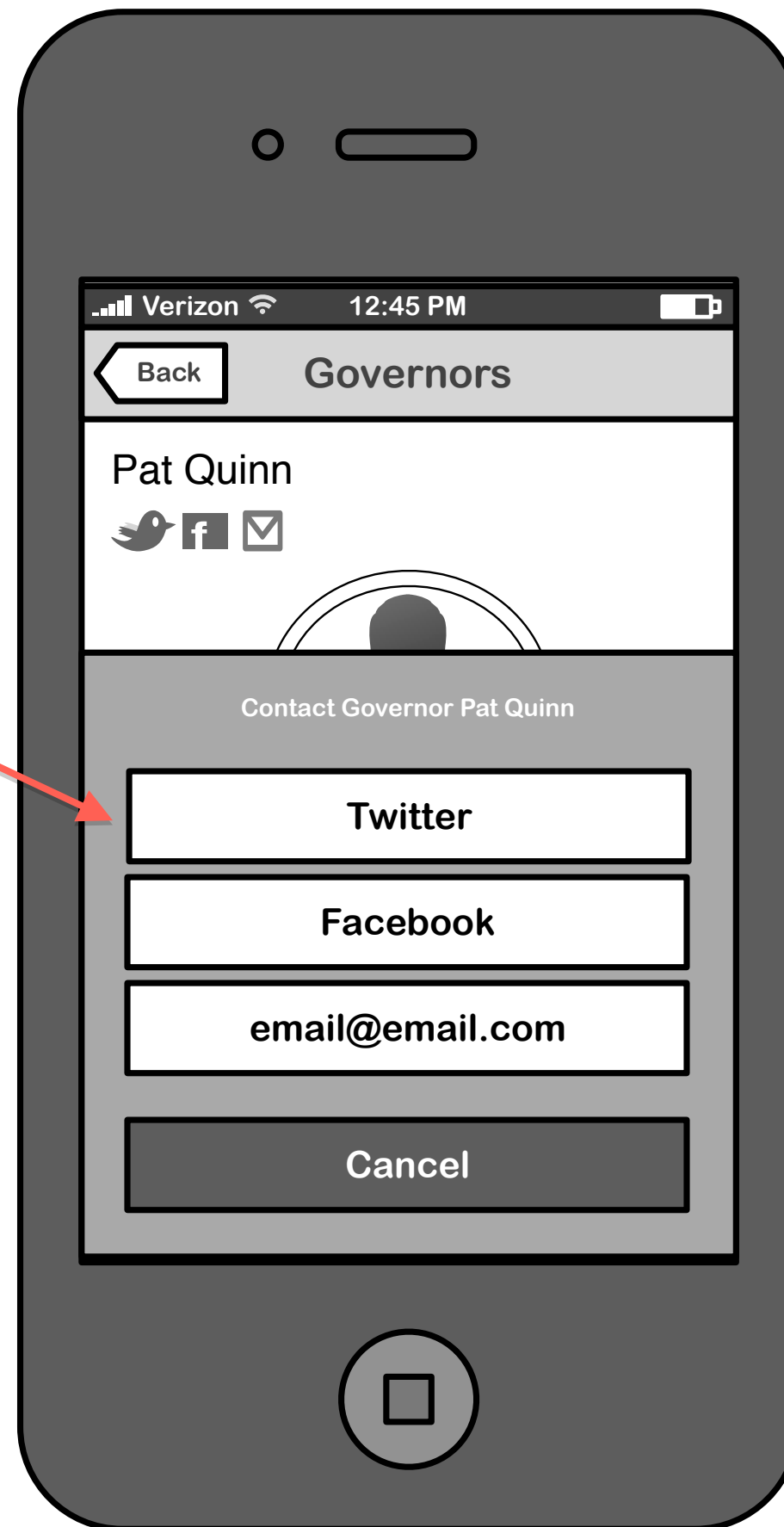
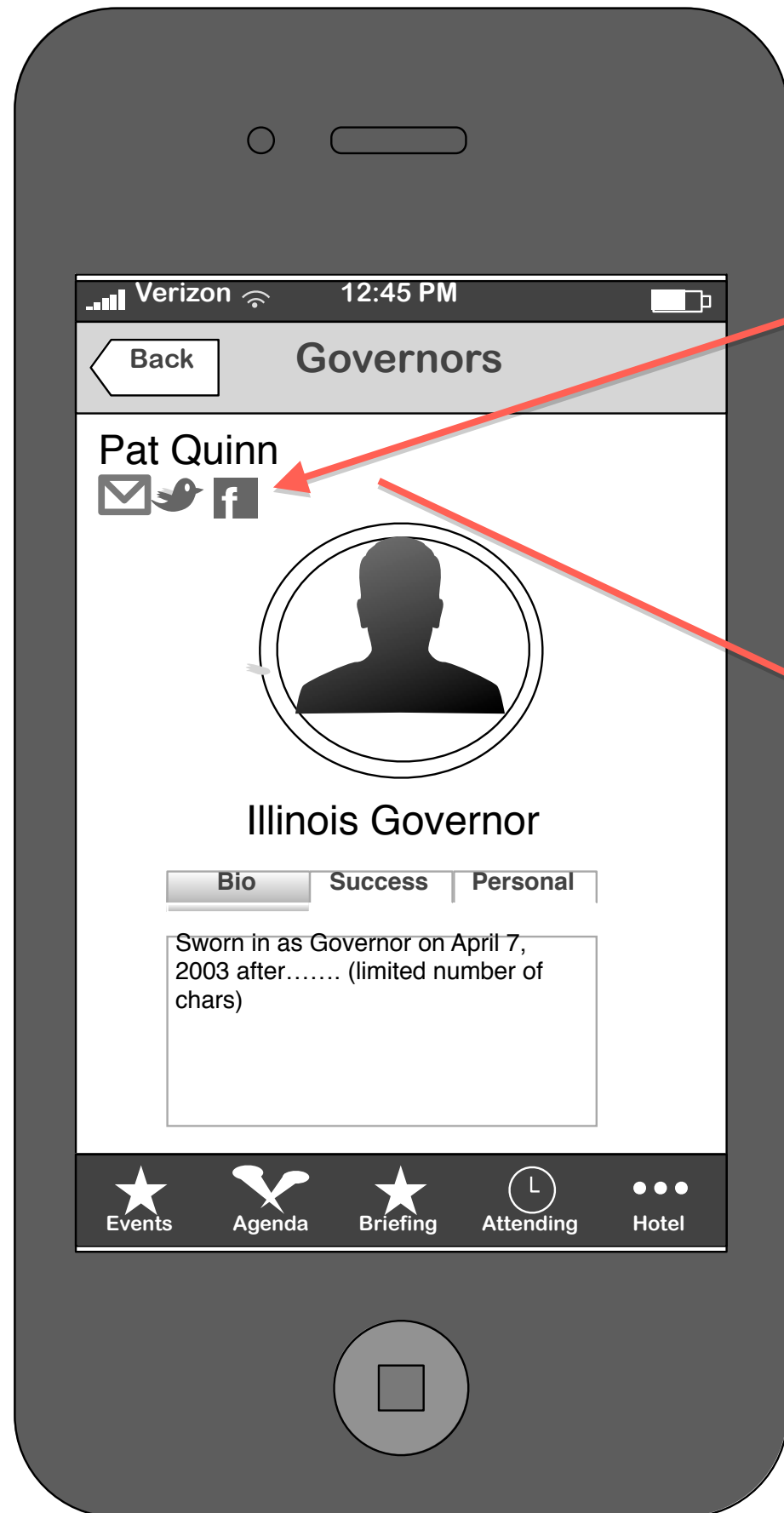


Navigation Menu incorporated the key components of the DGA and the public

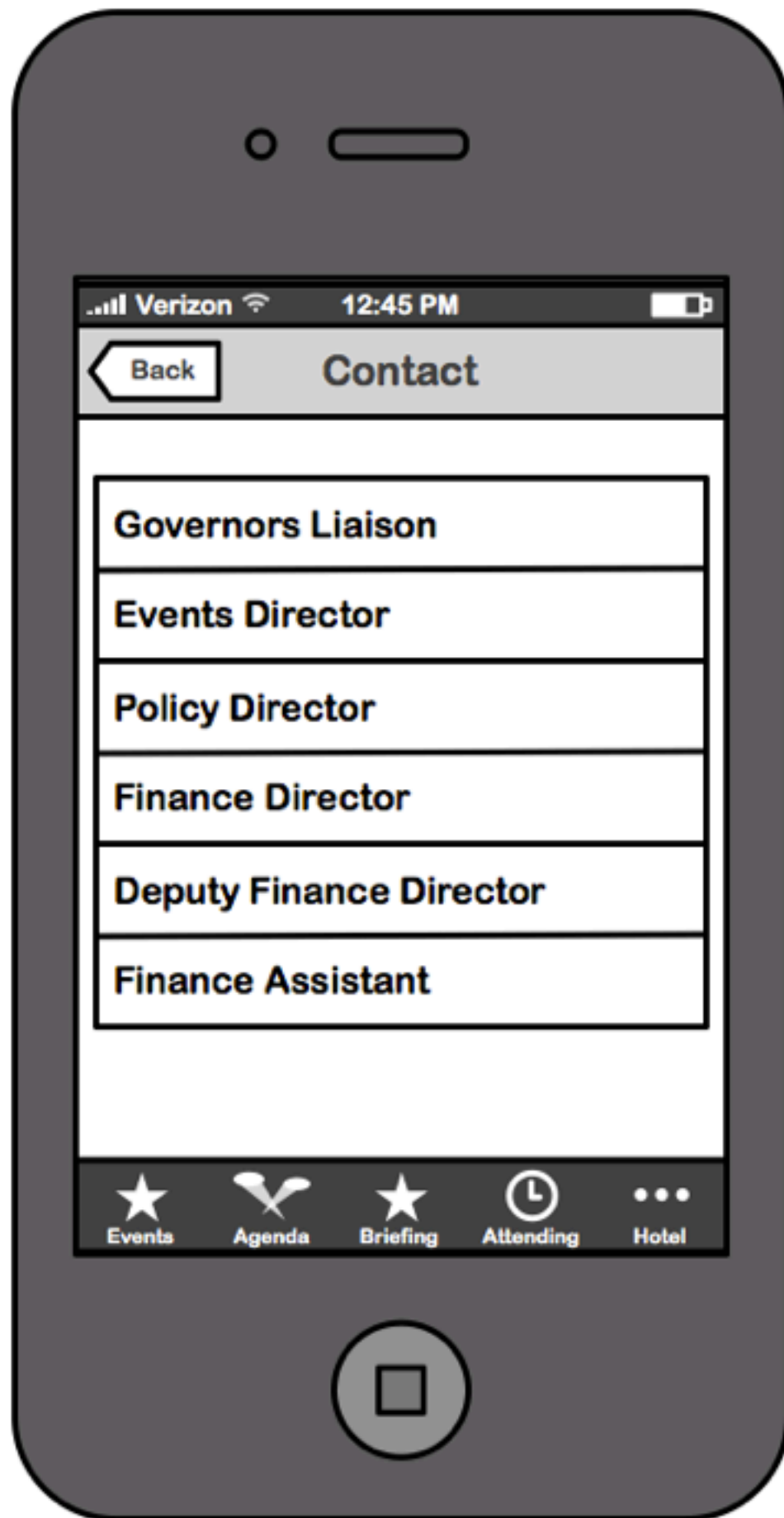




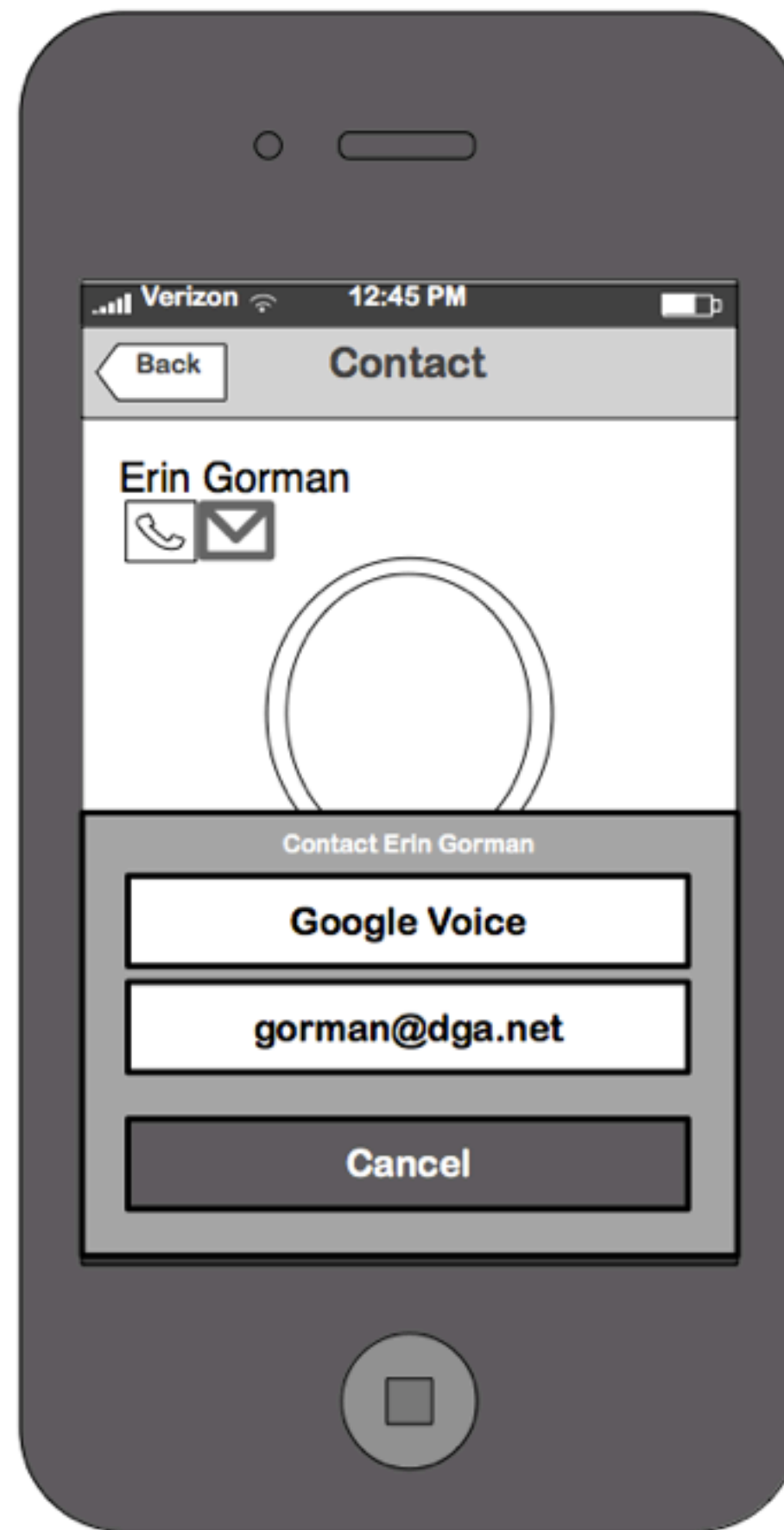
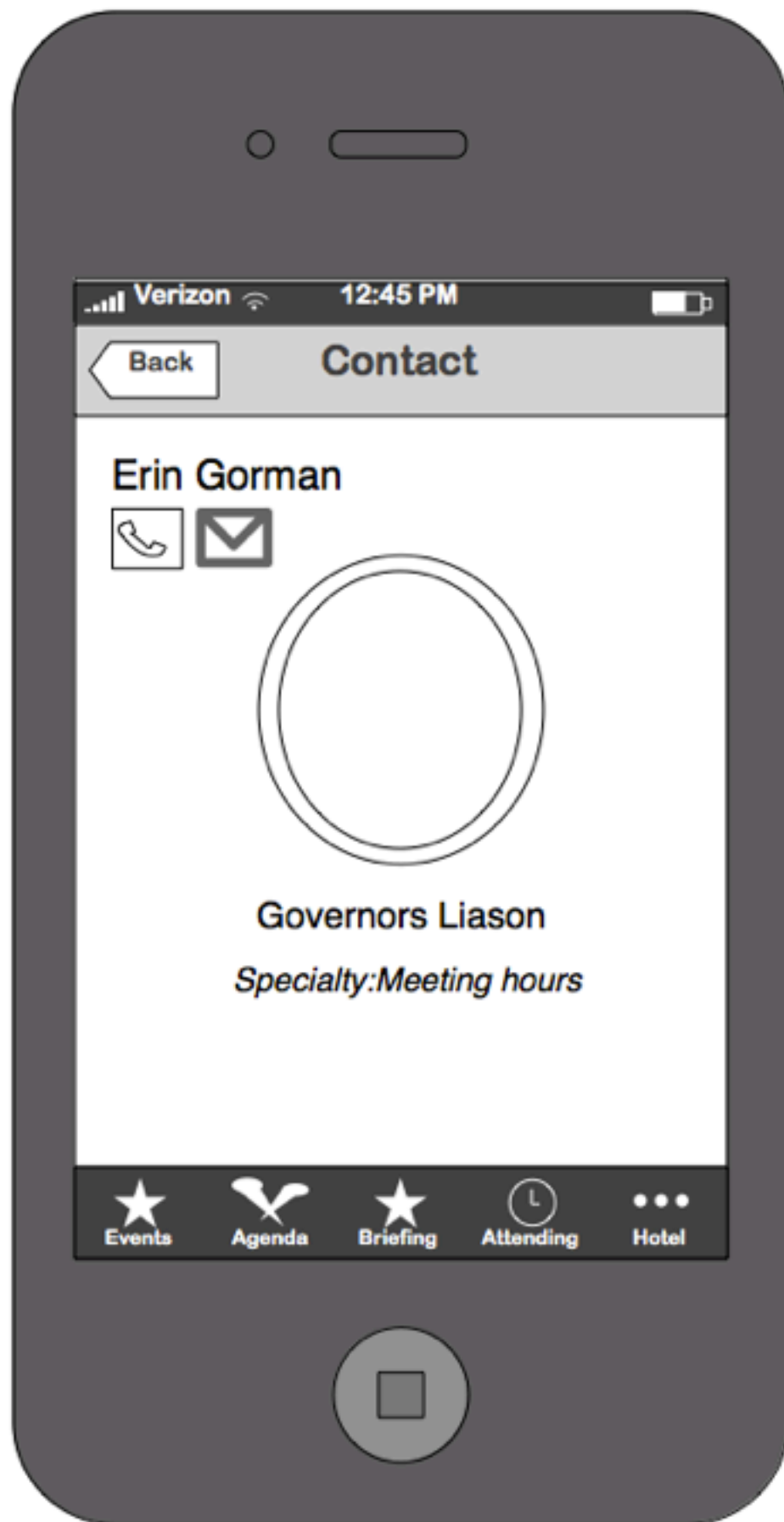
**Governors are clearly identified by State**

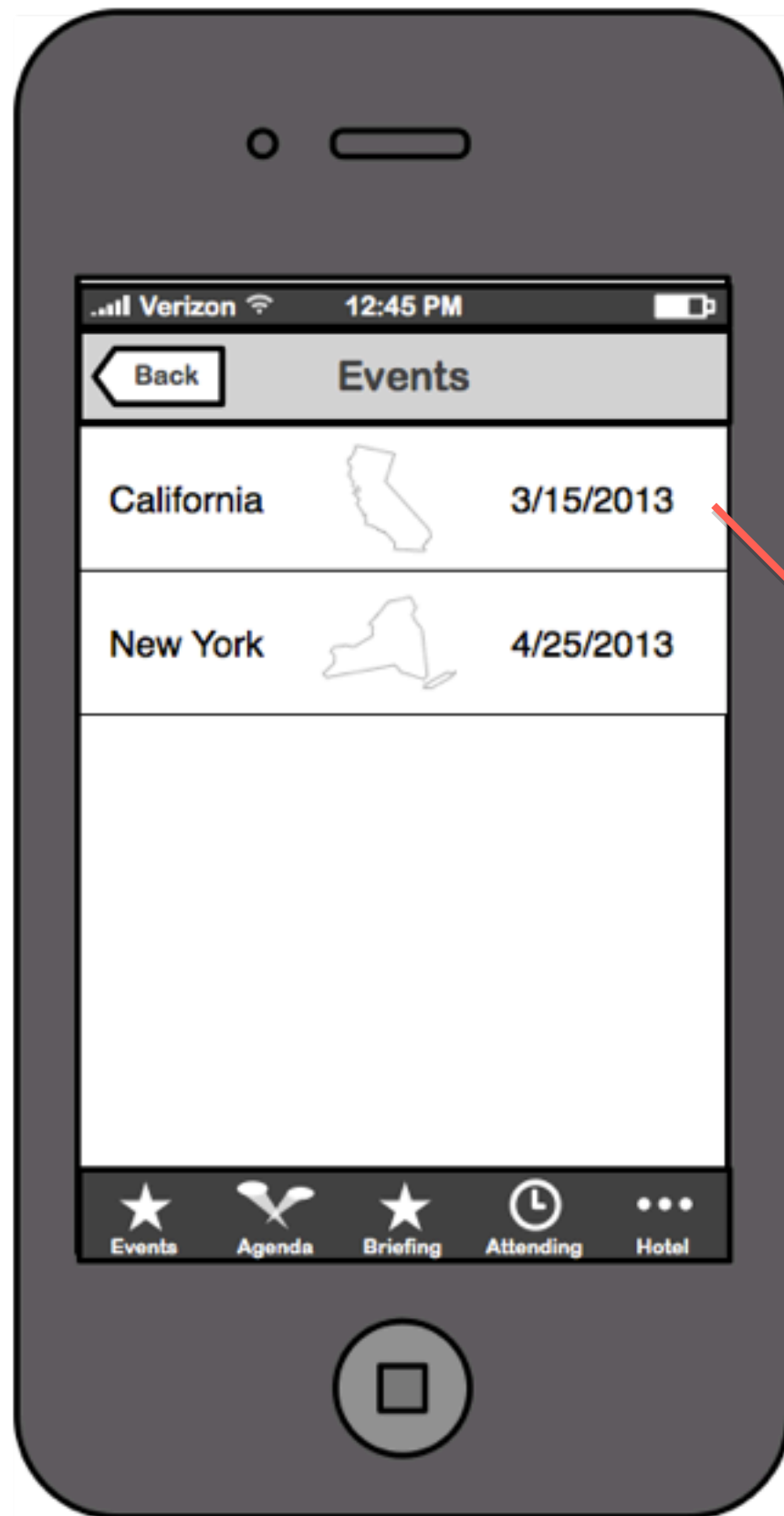


Social Media incorporated to rally support and methods of communication









Events are organized by state and clearly marked to include Registration

