Pocket Democracy

MATT RANFTLE

The Problem

- Voting turnout for all voting age citizens was merely 55% this past year
  - Even lower for non presidential elections
- Who represents me?
  - Local, state, federal?
- Who is looking to be elected?
  - Unfunded or novel candidates have a difficult time reaching a wide audience
- What policies can I support or cast my ballot for?
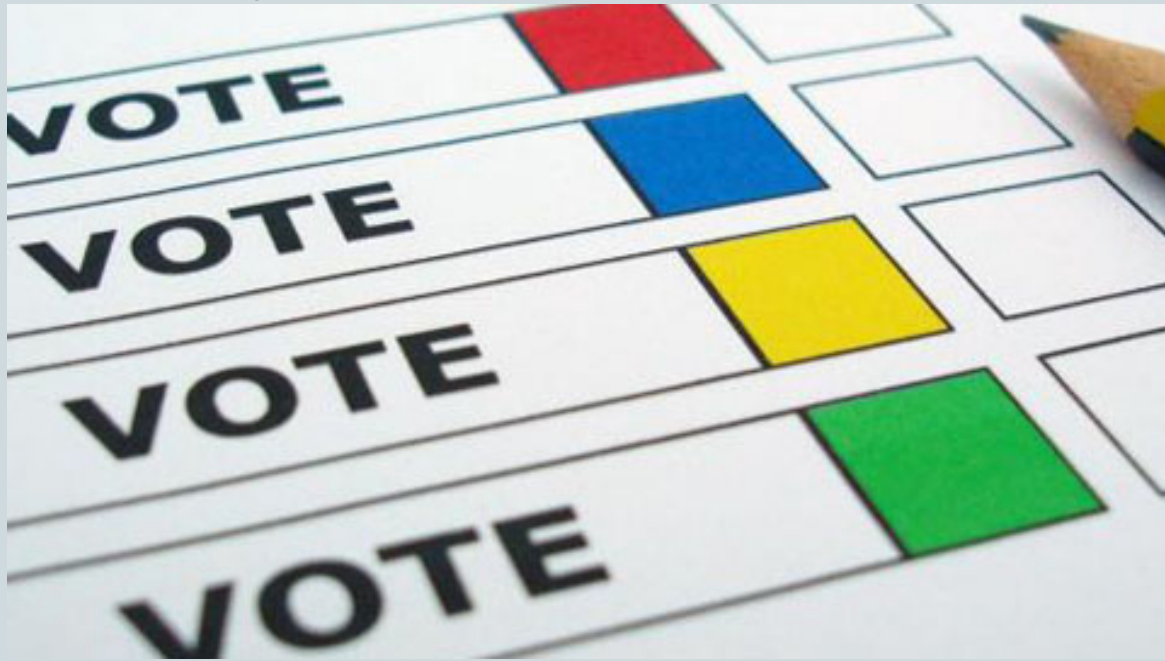
Target Market

- Voting age citizens who are not engaged
  - Never have voted
  - Vote only in major elections
- Aspiring politicians
  - New way to advertise their campaign to the public.

The Solution

- Our goal is not to influence political opinion, rather provide accessible unbiased information to benefit all voters.
  - This can be tricky

The Solution

- UX to help keep voters informed.
  - Profile pages for representatives and candidates.
  - Quick and easy listing of policies
  - Outline of what will be on the ballot in upcoming elections
- Listing of ballot measures up for vote
  - 7 ballot measures up for certification in Missouri in the 2016 election
    - Including cigarette tax, limits on campaign contribution, voter ID policy
- Notifications of elections, campaign events in your area
- Polls/Comments?
  - May not be the best idea for this app.

Development

- Traditional UX design
  - Options include web frameworks such as Angular or React. Or mobile frameworks such as Swift (iOS)
- API to verify users, store app data, and fetch current political data.
  - Django REST
  - OpenSecrets, Voter Guide Toolkit API, Voting Information Project API, Watchdog API, etc..
- AWS Container Service, AWS RDS, Docker can all help ease development

Outlook

- MVP
  - Profile's for candidates.
  - Ballot Outline
- User testing
  - Start with students and then extend to the greater Saint Louis community.
  - Random sampling of voting age citizens.
  - Political Science professors may help us get in touch with potential users.

Thanks!

- Politics are complicated and we all have seen the impact of the internet on government.
- Primary goal is UNBIASED INFORMATION.
  - User feedback/engagement may lead to biases, but this may be valuable if done correctly