Vote Finder

Helping you navigate the ballot!

Pranav Vijay and Hanna Teshome

Motivation

- Increase Young voters turnout
  - Get more young people to vote
  - Make them enthusiastic about elections
  - Address information gap
- Design an app that would help users find candidates that align most with their political beliefs
  - Issues, not candidates motivate young votes
    - Economy (Jobs)
    - Abortion
    - Gun violence
    - Crime and prevention
    - Immigration
    - Racism
    - Education

Design Overview

- Created persona to represent potential user
- Designed an app prototype using Figma
- Decide how to frame questions
- Incorporate Accessibility Features into app

Persona

College Student Persona: Sasha

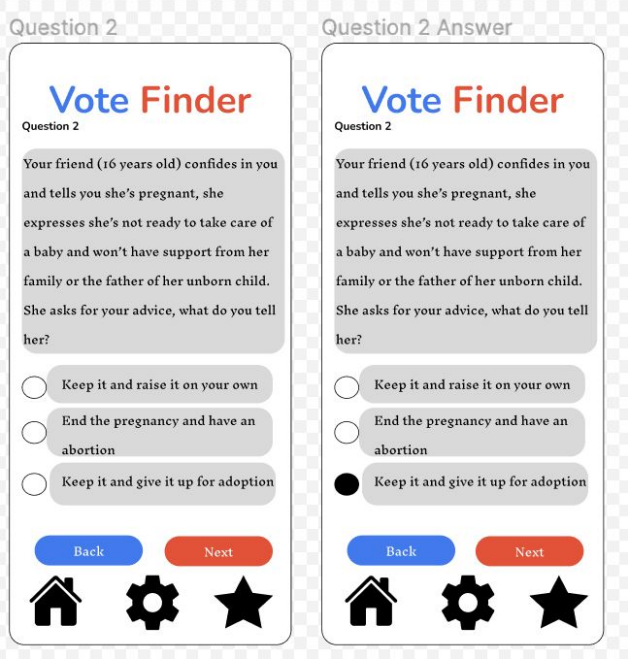
- 20 year old college student
- previously didn't have interest in politics
- recently victim of armed assault, which caused interest in gun control legislation
- now wants to be more politically involved
- wants to choose candidate that stands with her beliefs

Prototype Features

- Chose red, white, and blue color schema
- Multiple-choice format questions on issues
    - Each question focusing on a scenario revolving around most important issues facing the public
- Results ordered by highest percentages of policy matches for all issues the user chooses

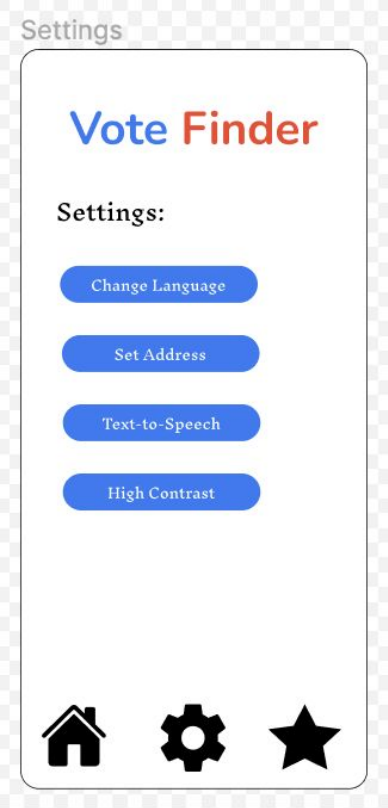
Designing Questions

- Created scenarios for each question revolving around major political issue
- Three options for users to choose from
- Option chosen represents user's viewpoint on issue

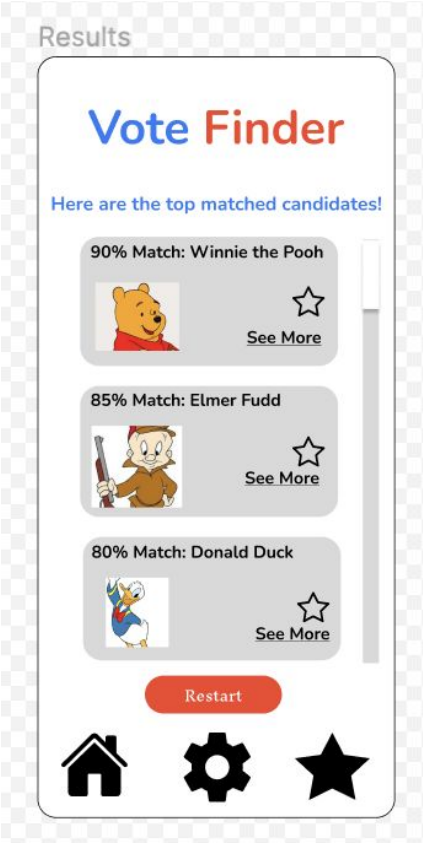


Accessibility

- Included option to change language
- Included text-to-speech option and high contrast option for those with vision impairments



Video Demo


Results
Vote Finder
Here are the top matched candidates!
90% Match: Winnie the Pooh
See More
85% Match: Elmer Fudd
See More
80% Match: Donald Duck
See More
Restart

Next Steps

- Catchier name to get more users to try the app
- Integrate with data from vote411 website that has details about upcoming elections including candidate information
- Add more screens showing the different accessibility options
    - Eg. Contrasts, Different Language options(Spanish, Chinese)
- Gather more real time data from each city/state and figure out what issues are most important to users in different areas and show appropriate questions
- Tailor questions according to user demographics
- Add more personas to represent different users
- Include “Not Interested” option for questions if user doesn’t care about an issue

Thank you!

Figma Prototype Link

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