

Why is voting so important? Voting is a fundamental principle of democracy. It allows citizens to have a say in the decision-making process. In addition, it will enable people to choose a representative that they feel will best fit to contribute to the government. Why is it that much of the younger generation chooses not to take part in elections? Through various interviews with people ranging from ages 20-27, we were able to pinpoint two reasons. First, it's too time-consuming. They believe it takes too much time to research every candidate and current policies with each election. Second, it's stressful. Some interviewees used to have an interest in politics, but have shied away in recent years due to the inability to have civil conversations. Recognizing this lack of young voter engagement, we worked with VerticalApps to inform and match users with local and national candidates that align most with their beliefs.

We aim to design a mobile app that allows users to find candidates who support the same things as them. We want to make this app appealing to younger audiences in order to boost voter turnout in that age group. We do this by presenting unbiased, factual information about each candidate. By doing this, we can limit preconceived notions and stresses of being politically involved. In addition, we plan to make matching the user to candidates relatively easy but accurate to cause less of a hassle on the part of the user.