


# **ELECTIONS CANADA**

## PARTY COMPARISON PAGE



### **CONTENT STRATEGY BOOKLET**

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# EXECUTIVE SUMMARY

This report focuses on the political parties' page on the Elections Canada website. This page provides users with information on the various registered political parties in Canada and compares their viewpoints and stances on the major issues that concern Canadians.

The following data will look at a range of voters' habits in an election year and the preferences of voters in terms of how they research the parties' information. We also aim to compare similar websites and examine which features are required to build this page in order to provide a seamless, clutter-free user experience on the site.

The main focus of this Political Party Platform page within the Elections Canada website is providing a simplified experience wherein website users can select the parties that are of interest to them and easily select the major social/environmental/political/economical issues by clicking on an "add" or "subtract" button, a button which will then populate the field with the highlights from those categories and compare them across the parties previously clicked on by the user.

We believe that this streamlined experience is missing from Elections Canada's website, and that this design will be easier to navigate and provide simplified, clean and political jargon-free vocabulary for users to review during their research process.

# PROJECT GOALS

## PRIMARY GOALS

- *Provide informative and unbiased political party information*
- *Present the information in an organized way*
- *Easy comparison between parties (candids)*
- *Help inform a voting decision*

## SECONDARY GOALS

- *Help inform a voting decision*
- *Appeal to a wide audience*
- *Connecting people to volunteer opportunities with their preferred party*
- *Maintaining transparency with information and sources*
- *Create a user friendly / intuitive interface*
- *Sharing acquired information to social media sites*

## MEASURE SUCCESS

- *Increase in page visit length*
- *Increases in page views of our site and affiliated party sites*
- *Positive site testing feedback*
- *Increase social media shares*
- *Ranking on Google*

# STAKEHOLDER AND USER GOALS

## STAKEHOLDERS GOALS

- *Increased web traffic to site*
- *Getting more people to vote*
- *Providing resources to encourage people to get more politically involved*
- *Generate positive publicity*
- *Monitor user data via page traffic - what type of information are people looking for*
- *Increase in voter turn-out*

## MEASURE SUCCESS

- *Decrease of using the search bar = relevant information is easily available*
- *Increase in page visit length*
- *More page views of site and linked party sites*
- *Positive site testing feedback*
- *Social media shares*
- *Ranking on google*
- *Increase in voter turn-out*

## USER GOALS

- *To get quick information (good use-ability)*
- *Easy to understand information*
- *To compare information easily regarding political platforms easily*
- *To be able to arrive at an informed voting decision free from outside influence*
- *Feel confident that information is unbiased and founded*

## MEASURE SUCCESS

- *Able to make an informed voting decision*
- *Easy to access and find information*
- *Gained information is being shared*

## AUDIENCE

# TARGET AUDIENCE

- *Eligible to vote - 18 and over*
- *Every gender*
- *Have access to a computer, tablet or smartphone*
- *Potential volunteers*
- *Those who crave change in their political system*
- *Indecisive potential voters who need relevant information*

# TARGET AUDIENCE LEVELS

## PRIMARY AUDIENCE

- *Eligible voters who have regular access to various forms of technology, and want to obtain the information they need to make an informed voting decision*
- *Want to be more involved in the voting and elections process*

## SECONDARY AUDIENCE

- *People who don't have regular access to technology, but will find access to a computer (ie: in a library or a friend's computer) specifically to obtain information from the website.*
- *Those who aren't eligible to vote, but need to access the website for someone who does want to vote but cannot access it themselves*

## TERTIARY AUDIENCE

- *Prospective voters who are currently ineligible to vote, who have an interest in learning more about political parties, so that when they become eligible to vote in another election, they can be a little more informed.*
- *Those who are gathering research on various political parties, candidates and policies for their own research for news and media outlets, school projects, etc*

# PERSONA 01

AGE RANGE: 18-29



**NAME** Amanda Hudson

**AGE** 21

**HOME** Brampton, Ontario

**CURRENT** Toronto

**OCCUPATION** Post-Secondary Student (with a part-time job)

## CHARACTER SUMMARY

Amanda is a busy Economics student. If she's not studying, she works as a barista. The upcoming election has peaked her interest because education has been one of the debated subjects.

## WHY ARE YOU HERE?

To find quick unbiased information.

## WHAT IS YOUR GOAL?

To be confident that I have gathered enough information to make an informed decision.

## WHAT INSPIRES YOU TO VISIT?

The upcoming election.

## WHAT DETERS YOU?

Too much promotion, feeling like the information is being promoted rather than stated.

## WHAT IS YOUR EXPECTATION?

Organized information, fact-checked.

## WHERE ARE YOU?

In transit, at home.

## WHAT DEVICE ARE YOU USING?

Iphone 6 with only 1gb per month, unlimited wifi at home

## WHAT DISTRACTIONS/OBSTACLES DO YOU FACE?

Limited data, most research done in transit.

## WHAT IS YOUR EMOTIONAL STATE?

Eager to make the right decision, rushed hurried



# PERSONA 02

AGE RANGE: 30-50



**NAME** Joanna Mills  
**AGE** 43  
**HOME** Surrey, BC  
**CURRENT** Surrey, BC  
**OCCUPATION** Health Care Worker

## CHARACTER SUMMARY

Joanna is dedicated, hardworking healthcare worker. She's busy! She typically follows politics passively picking up headlines and the odd news story when she can, and conversing with colleagues. Closer to election time she takes a closer interest in the political landscape and takes a more active approach in seeking out information. TO ensure she is making an informed decision when she fills out her ballot.

### WHY ARE YOU HERE?

To find information on my party of choice and compare it to some of the other parties I'm interested in.

### WHAT IS YOUR GOAL?

To find information on parties to help inform a confident voting decision.

### WHAT INSPIRES YOU TO VISIT?

I'm often in a hurry, and am looking for accessible party information that's easy to understand.

### WHAT DETERS YOU?

I often don't have time to do the research I want.

### WHAT IS YOUR EXPECTATION?

To find easy-to-compare information on the parties I'm interested in. Be closer to a voting decision after visiting the site.

### WHERE ARE YOU?

At home, or on break at work.

### WHAT DEVICE ARE YOU USING?

Desktop computer or tablet. Phone, if at work.

### WHAT DISTRACTIONS/OBSTACLES DO YOU FACE?

The break room at work is often noisy, making it difficult to concentrate. Too tired at the end of a long shift.

### WHAT IS YOUR EMOTIONAL STATE?

Rushed. Distracted.

# PERSONA 03

AGE RANGE: 51-99



**NAME** Henry Panagopoulos

**AGE** 61

**HOME** Burnaby, BC

**CURRENT** Burnaby, BC

**OCCUPATION** Retired

## CHARACTER SUMMARY

Henry is a retired Engineer. He has an avid interest in politics. During election campaigning seasons he takes an interest in what the major parties' platforms represent; but usually has a strong idea of what party he will vote for. He utilizes many media outlets to source his information on the political platforms.

## WHY ARE YOU HERE?

To find out unbiased information on the political platforms

## WHAT IS YOUR GOAL?

To understand each party's stance on the major issues that concern her. These include: Taxes, Healthcare, Education and Economy

## WHAT INSPIRES YOU TO VISIT?

To find simplified, unbiased information on the various parties.

## WHAT DETERS YOU?

I like to compare information from various outlets and sources, such as newspapers, tv and internet searches.

## WHAT IS YOUR EXPECTATION?

To find detailed and concise information on the political parties that operate in Canada.

## WHERE ARE YOU?

At home.

## WHAT DEVICE ARE YOU USING?

Desktop computer or tablet

## WHAT DISTRACTIONS/OBSTACLES DO YOU FACE?

TV noise/background noise/ people talking in background/interruptions at home.

## WHAT IS YOUR EMOTIONAL STATE?

Relaxed.

# EMPATHY MAP



THINK & FEEL	SEE	HEAR	SAY & DO
<ul style="list-style-type: none"> <li>• Stressed</li> <li>• Confused</li> <li>• Passionate</li> <li>• Overwhelmed</li> <li>• Indecisive</li> <li>• Bored</li> <li>• Angry</li> <li>• Loyal</li> <li>• Unenthusiastic</li> <li>• Apathetic</li> <li>• Nothing going to change</li> <li>• Social pressure to vote</li> <li>• I feel optimistic about the future</li> <li>• Relief</li> </ul>	<ul style="list-style-type: none"> <li>• Friends</li> <li>• Family</li> <li>• Co-workers</li> <li>• Advertising</li> <li>• TV ads</li> <li>• Signage</li> <li>• Politicians</li> <li>• Neighbourhood canvassers</li> </ul>	<ul style="list-style-type: none"> <li>• Different opinions and values</li> <li>• Who other people are voting for</li> <li>• "This party isn't great"</li> <li>• "This party is the best"</li> <li>• You have to vote</li> <li>• There's a new candidate running</li> <li>• This new candidate has potential to change things</li> </ul>	<ul style="list-style-type: none"> <li>• Share opinions</li> <li>• "I want to make an informed decision"</li> <li>• "I want to find more info"</li> <li>• Research</li> <li>• Have conversations</li> <li>• Comparing parties</li> <li>• "I will vote"</li> <li>• Firm belief in voting</li> <li>• "My vote doesn't matter"</li> <li>• "What's the point"</li> <li>• "Politicians don't care, they're all talk"</li> </ul>

## PAINS

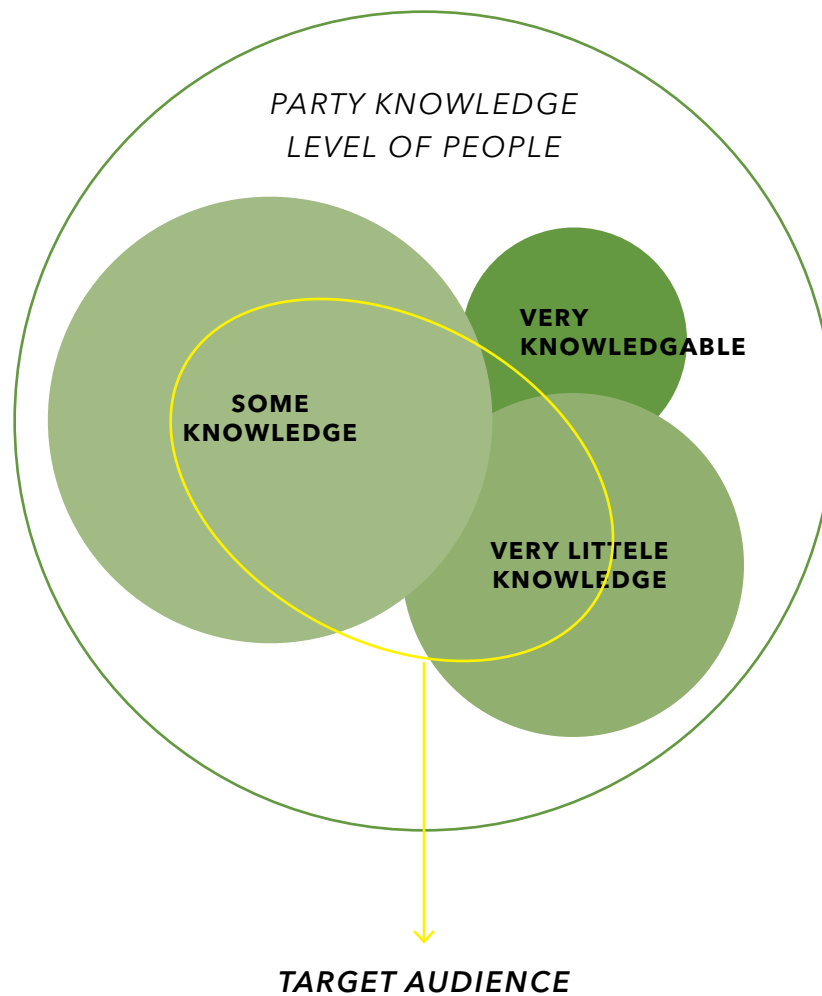
- Might be more confused due to too much information
- Potential bias of news sources wrongly informing audience
- Data / Internet costs of research via web
- Older users may have trouble navigating the web
- This new candidate has potential to change things

## GAINS

- Arrive confidently at a voting decision
- Quickly getting relevant information
- Gaining a deeper understanding of politics in general
- Feeling empowered
- Save time by quickly accessing content

# CONTEXT MAP

GOALS CONTEXT: WHAT IS THE PRIMARY GOAL OF THE AUDIENCE?



# GAP ANALYSIS

## WHAT OUR SITE DOES HAVE

- *A comparison page where the user can add the parties in which they are interested in and the issues that are important to them, and see each party's viewpoint. Can easily expand and collapse other party's information.*
- *Main Headings for major issues, with sub-headings under each that the user can select to 'add' or 'subtract' from*
- *An interactive map of Canada where you can hover and the various ridings for each province will display, and you can click on the riding in which you live to see the candidate information.*
- *Links to the selected party's official website*
- *Language free of political jargon*
- *Has party logos that are visually appealing and in the appropriate colours.*
- *Clean and simplistic, not cluttered with too much text.*
- *User can select English or French to navigate the page*

## WHAT OUR SITE DOES NOT HAVE

- *External advertisements*
- *Election results from previous years with party information*
- *Fixed party logo header when scrolling down page*
- *Link to read about the history of each party*
- *A 'related topics' section*
- *User ratings of the site or content*
- *User friendly guide to political jargon that the average person may not be aware of*
- *Allows user to create an account, which saves previous searches*

## IMPROVEMENTS TO IMPLEMENT

1. *Provide a simple guide to understanding the basics of the political system in Canada*
2. *Providing information about the history of each party and the results from the elections in Canada from the past 20 years.*

# COMPETITIVE ANALYSIS

POCKETPOLITICS.CO.UK

## PROS

- *Allows you to compare two parties or more, and just focus on the parties selected.*
- *Lets you compare election policies with years dated.*
- *Has party logos.*

## CONS

- *Website seems cluttered and outdated.*
- *Only compares parties, not candidates.*
- *Comparisons aren't very direct to each other. They just are listed in a non organized manner, with a new line per comparison.*
- *Lots of parties have no info shown, as well as some come along with error messages.*
- *Very unattractive UI - non responsive.*

# COMPETITIVE ANALYSIS

ICANPARTY.CA

## PROS

- *Advertise that they strive to be unbiased.*
- *Has an external resources section, with a short user-friendly description on what the resources do.*
- *Has a "get involved" section which claims to assist you in getting involved with your favorite parties.*
- *Has a "bull" button on numerous sections of the website. You can click it and directly message the owner of the website, telling them what you dislike about the website, etc.*

## CONS

- *A little difficult to find the content, must scroll down to the drop down menu's in order to find it.*
- *A lot of political jargon for a website that advertises "a user-friendly guide to understanding the national political party platforms"*
- *No candidate comparison, no party comparison either?*
- *Lots of use of big blocky images, that seem to take up majority of the pages.*

# COMPETITIVE ANALYSIS

US-POLITICAL-PARTIES.INSIDEGOV.COM

## PROS

- *An add to compare list on the side. The website allows you to add multiple at a time. Even has a search party feature.*
- *Very clean, functional website.*
- *Has user ratings for each party*
- *Shows which Candidates belong to each party.*
- *Has side by side comparisons for the parties ideals and philosophies.*
- *Has "base state" comparisons. I'm imagining they are the states the parties are most prominent in.*
- *The entire time you scroll down, you get a fixed header of the two (or more) parties logos.*
- *Comments/reviews section at the end of the content. Shows what party the user voted for.*
- *Displays each parties years in existence.*
- *Allows you to create an account, also able to use Facebook and Google+ to log in.*
- *Has a stories section regarding parties and political stuff.*
- *Allows user to search/filter by political issues, and policies.*

## CONS

- *Google ads create a bit of clutter, making the user unsure of what's part of the website, and what's an ad.*
- *User ratings may allow for a bias platform on the website.*
- *No information on the Candidates, besides name and their positions.*
- *Comments could allow for a bias platform, just like ratings.*
- *Site is very detailed, could be seen as a little too complex when trying to find certain information.*



## QUANTITATIVE CONTENT AUDIT

# QUANTITATIVE CONTENT AUDIT

## PAGE EXAMINATION: POLITICAL PARTIES & CANDIDATES

MAIN VIEW	TITLE	DESCRIPTION	RELATIONSHIP	TYPE	MODEL	STYLE
Political parties & candidates		Main Index for Political Parties and Candidates Page		Page	Political parties & candidates	Unwritten
	Pick Your Party	Alert Box that says "Pick your party", with enter button	links to political parties and candidates page	alert message	Political parties & candidates	Unwritten
	Parties participating in election	Parties listed in their own boxes with information and headers for each party, with option to compare with other parties	links to the specific political party requested, and to the comparing political parties of their choice	static component	Political parties & candidates	Unwritten
	Comparison Menu	Menu for comparison of parties: <b>International politics</b> trade, economics, military <b>Social Issues</b> Education, health care <b>Environmental Issues</b> Fossil Fuels, Pipelines	links to the specific political party requested, and to the comparing political parties of their choice	form, checkbox	Political parties & candidates	Unwritten
	Political Parties Box Results	Parties in boxes dependent on the users results - lists unbiased information and comparison of each party chosen, displayed side by side	links to external party website to learn more about the party	box result	Political parties & candidates	Unwritten
	References box	Box containing the source of information listed on website to highlight the unbiased views of website	links to external references	static component	Political parties & candidates	Unwritten



## CONTENT MODELS & INFORMATION ARCHITECTURE

# CONTENT MODEL

### PAGE EXAMINATION: PARTY COMPARISON

#### MODEL NAME HEADER

FIELD NAME	REQUIRED	FIELD DESCRIPTION	PUBLIC	FIELD TYPE	CONTENT TYPE	FIELD OPTIONS
Logo		Elections Canada logo		Image	Image	None
Page Title		20xx Election Party Comparision		H1	Text	None
Search Bar		Search field		Text Input	Text	None
Search Button		Search		Button	Text	None
Nav Menu		Menu Links		Link	Text	None

#### MODEL NAME PARTY CONTAINER

FIELD NAME	REQUIRED	FIELD DESCRIPTION	PUBLIC	FIELD TYPE	CONTENT TYPE	FIELD OPTIONS
Logo		Elections Canada logo		Image	Image	None
Container Title		Party name		H2	Text	None
Check box		The user clicks to select party		Check box	Select	Check / Uncheck
Party Description		Brief mission statement of party		Text	Text	None

#### MODEL NAME ALERT

FIELD NAME	REQUIRED	FIELD DESCRIPTION	PUBLIC	FIELD TYPE	CONTENT TYPE	FIELD OPTIONS
Alert title		Pick your party		H2	Text	None
Page Information		Let user know content is non-partisan		H3	Text	None
Confirm		'Got it' - user confirmation		Button	Text	None